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The Power of Small

By Linda Kaplan, Robin Koval

Ebury Publishing, United Kingdom, 2011. Paperback. Book Condition: New. 196 x 124 mm. Language: English . Brand New Book. The authors of the national bestseller *The Power of Nice* once again tackle conventional wisdom with a provocative and counterintuitive book about the importance of sweating the small stuff in our lives and in our careers. Our smallest actions and gestures often have outsized impact on our biggest goals, say Linda Kaplan Thaler and Robin Koval. Did you double-check that presentation one last time, or hold the elevator for a stranger? Going that extra inch - whether with a client, customer, family member, or friend - speaks volumes to others about our talent, personality, and motivations. After all, if we can't take care of the small details, how can we be counted on to deliver when it really matters? In today's challenging times, bigger isn't always better. In fact, it's often the baby steps that put us on the path to delivering a true competitive advantage. The real secret to getting ahead in life and in our careers is to refocus our attention on the small details that, if disregarded, can sabotage a multimillion-dollar ad campaign or...



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