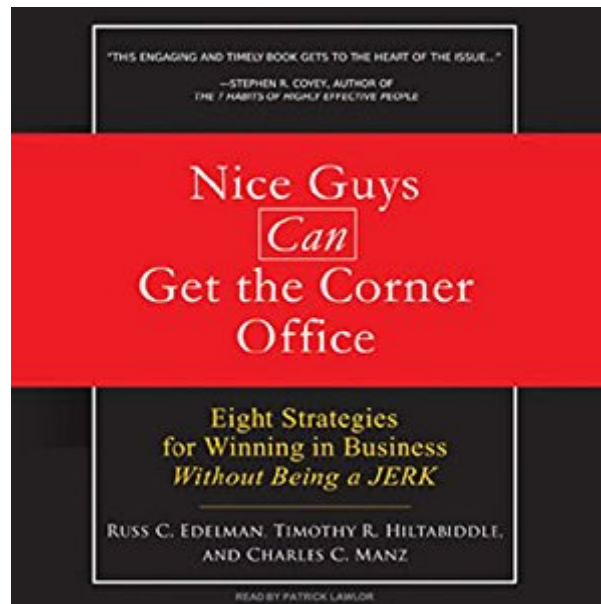


The book was found

Nice Guys Can Get The Corner Office: Eight Strategies For Winning In Business Without Being A Jerk



Synopsis

Many people suffer from Nice Guy Syndromeâthey're held back from higher levels of success by being too selfless at work. It's a tricky problem, because if you start to think that being nice is bad, it's easy to overcompensate with selfishness, intimidation, and intense aggression. The founders of Nice Guy Strategies teach that nice is not about being weak or softâthat you can hang on to your morals, compassion, and sincerity and still get ahead. The key is to draw on eight practical strategiesâthe Nice Guy Bill of Rightsâthat will help you find the right balance. Each chapter in *Nice Guys Can Get the Corner Office* shares insights and stories from both ordinary nice guys and celebrity executives. --This text refers to the Audio CD edition.

Book Information

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Customer Reviews

Up front, I need to clarify three key points. First, as Edelman, Hiltabiddle, and Manz explain in their Introduction, the word "nice" includes many positive, desirable attributes and is not about being weak or soft. They make several distinctions between being "nice" and "too nice." Also, their use of the word "guy" is not meant to be gender specific. Virtually all of the information [and advice] in this book is directly relevant to both men and women in the business world. In fact, 46 percent of the people surveyed for this book were women." Finally, it soon became obvious to me that "corner office" is used as a symbol for career success and has little (if anything) to do with the physical location of an executive's office. This book can be of substantial benefit to both an executive who has a "nice guy" among her or his direct reports, and, to any "nice guy" who is currently frustrated

by her or his career success thus far. Most of the material was generated by the authors' interviews of 22 CEOs, founders, and thought leaders whose responses supplemented, challenged, and confirmed the authors' thinking. They and their affiliations are identified on Pages 7-9 and their input is quoted throughout the narrative to help clarify a key point. It should also be noted that the authors conducted more than 350 surveys and obtained a statistical assessment from these surveys. For example, one of the data points is that 61% of the participants believe they are "too nice" in business and that 50% of them indicated that their managers are "too nice." Others will have their own reasons for praising this book. Here are three of mine.

Blame it on Leo Durocher. His line, "Nice guys finish last," was part of an interview with Red Barber in 1946. Durocher was explaining why his Dodgers would finish first in the National League that year while the Giants, a team full of "nice guys," would finish last. Durocher even used the line for the title of his autobiography. It's become part of the folklore. Nice Guys can Get the Corner Office is intended to refute Durocher and all who quote him. The title is not intended to mean that the book is for men only. The authors think you can succeed if you're a woman. Several times they tell you that they're using "guys" as a generic term. Many times they use the construction "guys and gals." One key to understanding what's in this book is to read the last part of the subtitle. The authors say that you can succeed without acting like a jerk. But you can't succeed if you're a pushover or if you're always trying to please others, or if you're always attempting to minimize disagreement and confrontation. In other words, being nice is OK, but being "too nice" is a recipe for poor performance and personal discomfort. "Nice Guy Syndrome" is their name for being too selfless at work. The authors surveyed 350 nice guys to find out how they felt about themselves and their performance. They also interviewed 25 top executives to get their perspectives. Using what they learned, the authors developed a "Nice Guy's Bill of Rights." The eight strategies they advocate are also eight chapters that make up the core of the book. Here they are.

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