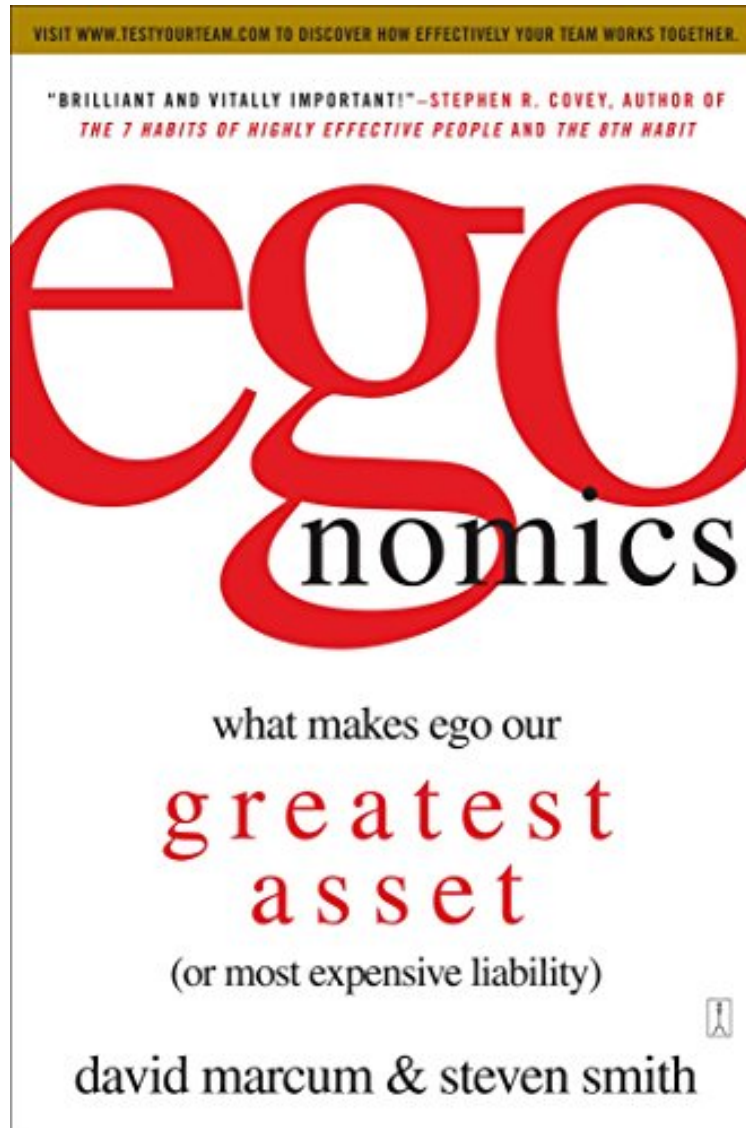


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0 of 0 people found the following review helpful. packed with great ideas and observations By John Renesch - "The Great Growing Up" If you ever picture yourself in a leadership role of any kind and want to be exceptional, READ THIS BOOK. The authors demonstrate how our ego can get in our way or allow us to achieve greatness, if we are

paying attention. Our egos are our biggest enemies or our best allies. It all depends of staying awake and aware.0 of 0 people found the following review helpful. Phenomenal readBy Lisa KileThis book truly helped me to recognize the scenarios where my personal ego, my colleagues ego and our personal attachment to ideas are simply getting in the way of progress. The tactics and techniques offered in this book will definitely be put into practice, in fact I employed many of these tactics as I was reading the book. Bottom line, this book should be mandatory for all people managers and executives.0 of 0 people found the following review helpful. Right to the heart of the issue!By Jerry Stigall'Egonomics' is a superb account of the effects of excessive and inadequate ego on business performance. Thankfully, the authors took a practical and applied approach to their work instead of the more typical complex, theoretical approach so often seen in other bodies of work. There is ample evidence for anyone who pays attention to human interaction, particularly in the business environment, of these qualities of humility, curiosity, and veracity either contributing to or detracting from productivity at every level of the organization. If 'Level 5' leaders possess these qualities as well, that's about all I need to know to be sure we're on the right track, aside from good common sense. Few authors have laid it on the line and it's long overdue. Marcum and Smith have done the business world a huge favor.Jerry Stigall- Director, Organization DevelopmentDouglas County Government

The Questions Arrogant, self-centered, stubborn, and insecure -- words that most people associate with ego. But in this original, eye-opening work, authors David Marcum and Steven Smith argue that the upside of ego is as powerful as the downside and answer questions about ego that have been a mystery to most people. In his landmark book, Good to Great, Jim Collins showed that one of two key traits defined leaders who transformed organizations from good to great: humility. But if humility is so powerful, why don't more of us have it? Why does ego allow us to reach good results but never great ones, unless balanced by humility? Why do we need ego to personally succeed, while having it often interferes with the success we pursue? The Answers Using five years of exhaustive research, Marcum and Smith provide compelling evidence and matter-of-fact answers on striking the balance between ego and humility to reach the next level of leadership. The authors include case studies to illustrate how ego subtly interferes with success but also how ego sparks the drive to achieve, the nerve to try something new, and the tenacity to conquer adversity. The Early Warning Signs We all have moments when ego costs us everything from an honest conversation to a job or promotion. Through cross-disciplinary research, egonomics reveals how to detect four early warning signs that ego is becoming a liability, including how: bull; being too competitive makes you less competitive bull; defending ideas turns into defending yourself bull; winning ideas can be halted by the creator's own intelligence and talent bull; desiring respect and recognition can interfere with success The Keys to Egonomic Health Three key principles keep ego healthy: bull; humility: striking the crucial balance between too much ego and not enough bull; curiosity: blending free thinking and discipline without bias bull; veracity: removing fear of giving or getting feedback to produce water-cooler honesty With a clear focus on elevating the way you do business, egonomics is a liberating approach to becoming a rare and respected leader.

From Publishers WeeklyIn this flawed, uneasy mix of business analysis and psychological study, business consultants Marcum and Smith offer a defense of ego and its broadly misunderstood counterpart, humility, along with a discussion of how to maneuver ego to effectively encourage individual talent and sound business practice. Though the very word has negative connotations, the authors see ego as a vital asset to business growth. Employees who handle ego effectively are more confident, assertive and willing to listen to others and thus more equipped to compete and excel. Those who don't are forced to work from a place of defensiveness and an oversensitivity to outside judgment. Marcum and Smith effectively demonstrate the benefits of successful ego management in situations as varied as Fred Rogers's fight to keep government funding for PBS and Sojourner Truth's Ain't I a Woman speech, but their plans for ego management in the workplace are vague, confusingly organized and unspecific. The authors have backgrounds in business and psychology, but skim too swiftly over both to be satisfying on either level. Without firm strategy, this is a magazine article stretched to book length, neither informative nor particularly entertaining. (Sept.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Pay attention when Stephen Covey calls a book 'brilliant and vitally important'... [Egonomics] reinforces the overwhelming presence of ego in business these days." -- Diane Brady, BusinessWeek MagazineAbout the AuthorDavid Marcum and Steven Smith travel the world teaching people to utilize the corporate asset of ego and limit its liabilities. With decades of experience and degrees in management and psychology, theysup1;ve worked with organizations including Microsoft, Accenture, the U.S. Air Force, General Electric, Disney, and State Farm. Their work has been published in eighteen languages in more than forty countries.