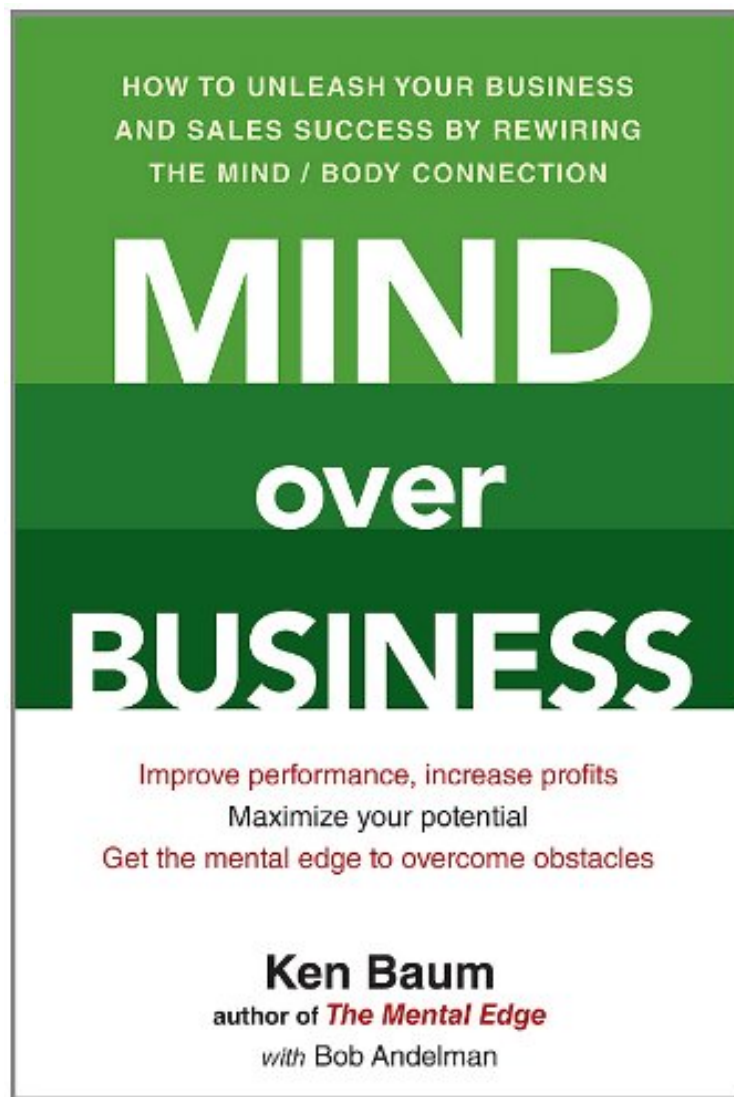


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Mind Over Business: How to Unleash Your Business and Sales Success by Rewiring the Mind/Body Connection

Kenneth Baum, Bob Andelman

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does a great job connecting with the reader. He gets all the fundamentals on peak performance right. I actually finished reading the entire book, which is more than I can say for a lot of other peak performance books. It comes down to ONE thing . . . putting the exercises to work! You can read books all day, everyday. But if you don't practice (much like an athlete is required to) you're wasting your time. This book will capture your attention from start to finish and your chances of being successful is guaranteed to happen. I gave this book 4 stars primarily due to the over use of personal stories about other clients and people. Way too much fluff and it's the primary sin of all motivational books. 2 of 2 people found the following review helpful. Ken's book is great! He is one of the greatest to help ...By Pat KidaKen's book is great! He is one of the greatest to help you train your mind, whether it be in business, sports, weight loss! 1 of 1 people found the following review helpful. I enjoyed reading itBy Sandra PinaThis book taught me a lot about how to do business with other people. I enjoyed reading it!

Imagine making a few small adjustments to your workday to discover latent talents you didn't know you had. In *Mind Over Business*, sports psychologist Ken Baum applies a proven system for peak performance that will help you reach your goals no matter what business you are in. Every day, Baum earns his living by guiding people to maximize their career and potential. Now he translates his unique knowledge and techniques into a program you can use to thrive in every aspect of your career. *Mind Over Business* will give you the mental edge to overcome obstacles and take advantage of opportunity. It prescribes exercises that go beyond motivation to create a road map for success. You'll learn how to create a Personal Action Plan that outlines your goals logically and concretely, followed by a Reward Statement and Desire Statement that fuel your drive every step of the way. Simple visualization and performance cue exercises will keep you on target no matter what obstacles get in your way. *Mind Over Business* gives you the tools you need to change your brain and improve your career. It doesn't matter if you're self-employed, work for a large company, or sell insurance or sandwiches. You'll learn to beat your competition regardless of your background or business.

About the Author Ken Baum is a performance psychologist who has trained clients ranging from Olympic medalists and NCAA champions to Fortune 500 companies and small businesses. For more information on his *Mind Over Business* program, visit www.mindoverbusiness.com. Bob Andelman is the coauthor of *The Profiler* and *The Profit Zone*; he also hosts the online show *Mr. Media Interviews* at www.mrmedia.com.