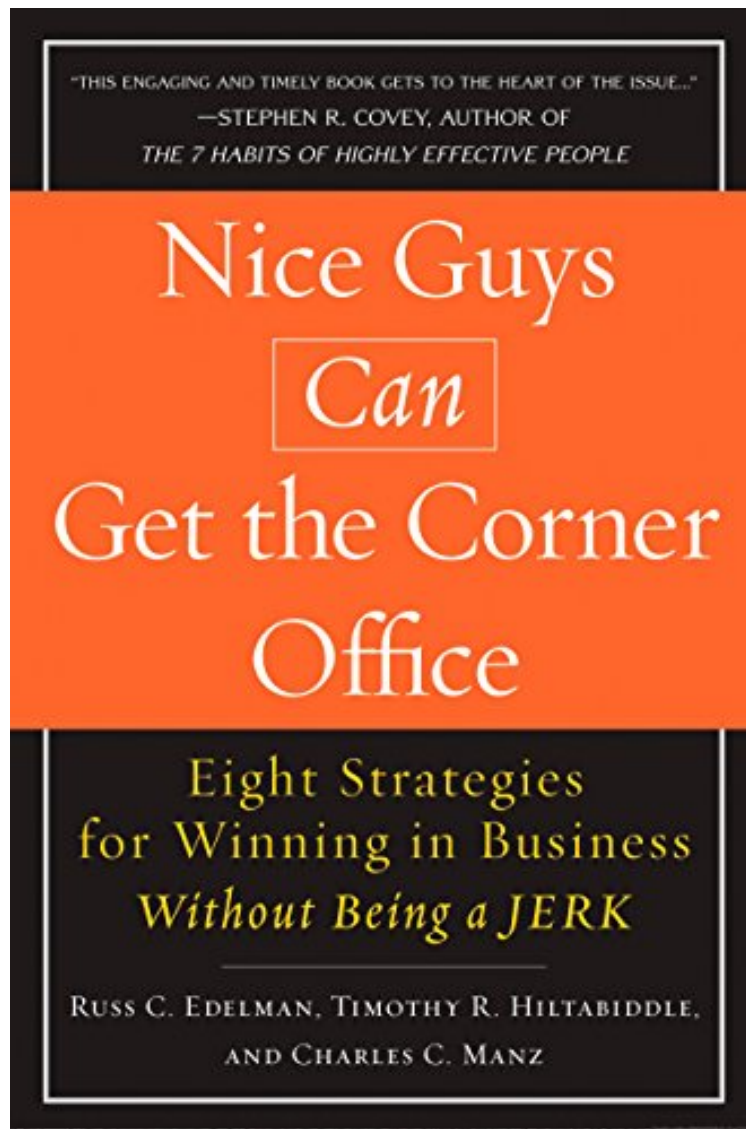


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## Nice Guys Can Get the Corner Office: Eight Strategies for Winning in Business Without Being a Jerk

*Russ C. Edelman, Timothy R. Hiltabiddle*  
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**Russ C. Edelman, Timothy R. Hiltabiddle : Nice Guys Can Get the Corner Office: Eight Strategies for Winning in Business Without Being a Jerk** before purchasing it in order to gage whether or not it would be worth my time, and all praised Nice Guys Can Get the Corner Office: Eight Strategies for Winning in Business Without Being a Jerk:

0 of 0 people found the following review helpful. Good readBy SackermannHelped me identify that sometimes my being overly nice is really a facade for lacking courage. Nice does not substitute0 of 0 people found the following

review helpful. No-nonsense, well balanced  
By P. V. Lee  
Great insights, the title catches you and the content keeps you reading. Good balance for the nice guy - doesn't give carte blanche to nice guys, but cautions those things that can derail the nice guy...you have to learn balance, firmness, discipline. Hope the jerks of the world read this and understand they can let up and be human and still be successful as well.  
6 of 6 people found the following review helpful. Help, but not magic, for nice guys  
By Wally Bock  
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. Know your Strengths and Weaknesses Learn to Express Your Opinions and Be Heard Set Boundaries and Respect Them Address Issues Directly and without Fear Make Choices without Guilt Learn to Hold Others and Yourself Accountable Reach Beyond Your Comfort Zone Compete and Succeed That core is the strength of the book. Each strategy is described using stories drawn from the real working world. That makes it easy to understand. But you'll find that it's not always easy to do. Like too many business books, this one leaves you with the impression that you can do all this by Tuesday. In reality you're facing months of effort and feedback to achieve significant behavioral change. Here's one example. The fourth strategy says to address issues directly without fear. I've coached enough people on this to know that the fear will probably always be there. It might be more realistic to suggest that a nice guy address issues directly even when it's scary. Then suggest some strategies for dealing with the fear. The fact is that if you exit your mid-twenties being afraid to confront others, that probably isn't going to change. We can teach you to feel the fear and do it anyway. We can teach you techniques to communicate with others about performance or behavior, as I do in my programs and my book, Performance Talk. We just can't make the fear go away. Some years ago I did research on the transition from individual contributor to manager or supervisor. I found that the process took far longer than most people think, between twelve and twenty-four months. I also found that most people who became successful managers and supervisors went through three stages. One was what I called "The Boss Phase." The new supervisor acted like an autocrat, giving orders left and right. I named another phase, "The Buddy Phase." In the Buddy Phase, new supervisors strive to be liked by everyone who works for them and with them. They are the "overly nice guys" that the authors of this book describe. Supervisors who made a successful transition also went through a third phase. I called it "Balance." That's where the new supervisor mastered the arts of being nice without being a pushover and being firm without being nasty. Supervisors who didn't make a successful transitions wound up stuck in one of the other two stages. The ones who stayed in "Boss" turned into jerks. The ones who stayed in "Buddy" turned into the nice guys who can now find help in this book. This is the only book I know of that deals with this subject effectively. If you feel that you're a nice guy or gal and it's keeping you from the success you want, you should read this book. Just don't expect magic.

How to succeed without being an SOB or a pushover  
Many people suffer from Nice Guy Syndrome, 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 isn't about being weak or soft; that you can hang on to your morals, compassion, and sincerity and still get ahead. The key is to draw on eight practical strategies. The Nice Guy Bill of Rights that will help you find the right balance. Each chapter shares insights and stories from both ordinary nice guys and celebrity executives.

From Publishers Weekly  
In this winning success guide, the authors expose Nice Guy Syndrome, where the afflicted overly selfless men and women give away their power in the workplace and often face frustration and career derailment. While 61% of Americans believe that niceness impedes business success, the authors argue that the condition is correctable, and it is possible to succeed without resorting to aggression or excessive competitiveness. Their Bill of Rights eight rights and corresponding strategies emphasizing self-awareness and setting boundaries will aid readers in fending off the typical mistakes nice guys make: valuing agreeableness over assertiveness, overcommitting and prioritizing other people's needs. Equally valuable are the authors' demonstration of the roots of self-sabotaging behavior and the revelation that certain nice guy behaviors may

be less well-intentioned than they seem. Drawing on extensive interviews with 350 business professionals and an assortment of celebrity CEOs, this well-organized and psychologically astute book excels in its presentation of a simple and encouraging message: that nice doesn't have to mean weak and that nice guys can make it to the top. (Aug.)

""Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved." "This well-organized and psychologically astute book excels in its presentation of a simple and encouraging message: that 'nice' doesn't have to mean 'weak' and that nice guys can make it to the top." ---Publishers Weekly

About the Author  
Russ C. Edelman is a cofounder of the consulting firm Nice Guy Strategies, based in Massachusetts.  
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