



The Power of Nice. by Linda Kaplan, Robin Koval

By Linda Kaplan Thaler

[Download now](#)

[Read Online](#) 

The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler

Linda Kaplan Thaler and Robin Koval have moved to the top of the advertising industry by following a simple but powerful philosophy: it pays to be nice. Where so many companies encourage a dog-eat-dog mentality, The Kaplan Thaler Group has succeeded through chocolate and flowers. In "The Power of Nice", through their own experiences and the stories of other people and businesses, they demonstrate why, contrary to conventional wisdom, nice people finish first. "The Power of Nice" shows that 'nice' companies have lower employee turnover, lower recruitment costs and higher productivity. Nice people live longer, are healthier and make more money. In today's interconnected world, companies and people with a reputation for cooperation and fair play forge the kind of relationships that lead to bigger and better opportunities, both in business and in life. But being nice doesn't mean being a push-over. In fact, nice may be the toughest four-letter word you'll ever encounter. Kaplan Thaler and Koval illustrate the surprising power of nice with an array of real-life examples from the business arena as well as from their personal lives. Most important, they present a plan of action covering everything from creating a positive impression to sweetening the pot to turning enemies to allies. Filled with inspiration and suggestions on how to supercharge your career and expand your reach in the workplace, "The Power of Nice" will transform how you live and work.

 [Download The Power of Nice. by Linda Kaplan, Robin Koval ...pdf](#)

 [Read Online The Power of Nice. by Linda Kaplan, Robin Koval ...pdf](#)

The Power of Nice. by Linda Kaplan, Robin Koval

By Linda Kaplan Thaler

The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler

Linda Kaplan Thaler and Robin Koval have moved to the top of the advertising industry by following a simple but powerful philosophy: it pays to be nice. Where so many companies encourage a dog-eat-dog mentality, The Kaplan Thaler Group has succeeded through chocolate and flowers. In "The Power of Nice", through their own experiences and the stories of other people and businesses, they demonstrate why, contrary to conventional wisdom, nice people finish first. "The Power of Nice" shows that 'nice' companies have lower employee turnover, lower recruitment costs and higher productivity. Nice people live longer, are healthier and make more money. In today's interconnected world, companies and people with a reputation for cooperation and fair play forge the kind of relationships that lead to bigger and better opportunities, both in business and in life. But being nice doesn't mean being a push-over. In fact, nice may be the toughest four-letter word you'll ever encounter. Kaplan Thaler and Koval illustrate the surprising power of nice with an array of real-life examples from the business arena as well as from their personal lives. Most important, they present a plan of action covering everything from creating a positive impression to sweetening the pot to turning enemies to allies. Filled with inspiration and suggestions on how to supercharge your career and expand your reach in the workplace, "The Power of Nice" will transform how you live and work.

The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler Bibliography

- Sales Rank: #2726565 in Books
- Published on: 2011-04-01
- Original language: English
- Number of items: 1
- Dimensions: 7.80" h x .39" w x 4.96" l, .0 pounds
- Binding: Paperback
- 144 pages



[Download The Power of Nice. by Linda Kaplan, Robin Koval ...pdf](#)



[Read Online The Power of Nice. by Linda Kaplan, Robin Koval ...pdf](#)

Download and Read Free Online The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler

Editorial Review

Review

"This little book will show you why women should run most corporations in America and maybe the entire country. Reading Nice will improve just about everything in your life and that's a promise" James Patterson "For my money, I would always rather make a deal with people I like who treat me well. If you want to discover the surprising power of nice, read this book. Memorise it. Use it. You'll be glad you did." Donald Trump "Though a lively read, this is not a cutesy little bob-bon of a book. Well thought-out and crisply presented, it offers key principles, case studies and exercises to help make niceness habitual." Publishers Weekly

About the Author

LINDA KAPLAN THALER is CEO and chief creative officer and ROBIN KOVAL is president of THE KAPLAN THALER GROUP, creators of pop-culture icons like the Aflac Duck. Together, Kaplan Thaler and Koval have been featured on Today, the Martha Stewart Show, and Nightline, as well as in USA TODAY, the New York Times, and BusinessWeek, among many others. Kaplan Thaler and Koval each live in New York.

Users Review

From reader reviews:

Arthur Sanchez:

Why don't make it to become your habit? Right now, try to ready your time to do the important action, like looking for your favorite guide and reading a e-book. Beside you can solve your short lived problem; you can add your knowledge by the guide entitled The Power of Nice. by Linda Kaplan, Robin Koval. Try to stumble through book The Power of Nice. by Linda Kaplan, Robin Koval as your pal. It means that it can to be your friend when you truly feel alone and beside regarding course make you smarter than previously. Yeah, it is very fortuned for yourself. The book makes you far more confidence because you can know every thing by the book. So , let me make new experience and knowledge with this book.

Clara Reece:

A lot of people always spent their very own free time to vacation or even go to the outside with them family or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity this is look different you can read some sort of book. It is really fun to suit your needs. If you enjoy the book that you read you can spent the whole day to reading a book. The book The Power of Nice. by Linda Kaplan, Robin Koval it is quite good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. When you did not have enough space to create this book you can buy the particular e-book. You can m0ore very easily to read this book through your smart phone. The price is not too expensive but this book provides high quality.

Marilyn McDermott:

Do you have something that you want such as book? The book lovers usually prefer to opt for book like comic, brief story and the biggest the first is novel. Now, why not seeking The Power of Nice. by Linda Kaplan, Robin Koval that give your satisfaction preference will be satisfied through reading this book. Reading practice all over the world can be said as the way for people to know world a great deal better than how they react to the world. It can't be mentioned constantly that reading behavior only for the geeky person but for all of you who wants to end up being success person. So , for every you who want to start examining as your good habit, it is possible to pick The Power of Nice. by Linda Kaplan, Robin Koval become your current starter.

Jeffrey Messina:

As we know that book is significant thing to add our know-how for everything. By a e-book we can know everything you want. A book is a pair of written, printed, illustrated or blank sheet. Every year ended up being exactly added. This e-book The Power of Nice. by Linda Kaplan, Robin Koval was filled concerning science. Spend your free time to add your knowledge about your science competence. Some people has different feel when they reading a book. If you know how big good thing about a book, you can truly feel enjoy to read a reserve. In the modern era like at this point, many ways to get book that you wanted.

Download and Read Online The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler #UES73RF156P

Read The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler for online ebook

The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler books to read online.

Online The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler ebook PDF download

The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler Doc

The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler Mobipocket

The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler EPub

UES73RF156P: The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler