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The Only Way to Win: How Building Character Drives Higher Achievement and Greater Fulfilment in Business and Life

By Jim Loehr

Nicholas Brealey Publishing. Paperback. Book Condition: new. BRAND NEW, The Only Way to Win: How Building Character Drives Higher Achievement and Greater Fulfilment in Business and Life, Jim Loehr, WHY WINNING WITH CHARACTER IS THE ONLY WAY TO WIN The conditioning begins early in our lives. Great achievements will bring lasting happiness and fulfillment; great achievements form the bedrock of stable self-esteem and strong character; great achievements will become the foundation for a successful life. If these well-intentioned promises are true, why does winning never seem to be enough? In The Only Way to Win, Jim Loehr draws upon two decades of work with Fortune 500 executives; world-class athletes such as Monica Seles, Dan Jansen, and Eric Lindros; and other high achievers at the Human Performance Institute (HPI) to reveal surprising insights about achievement motivation. Specifically, Loehr finds that the blind pursuit of external achievement often results in emptiness, addiction, and, ironically, poor performance. It's not really about what you achieve, he argues, it's about who you become as a consequence of the chase. From the bestselling author of On Form, comes a compelling, practical, and hopeful read filled with relatable stories and useful exercises. The Only Way to Win...



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