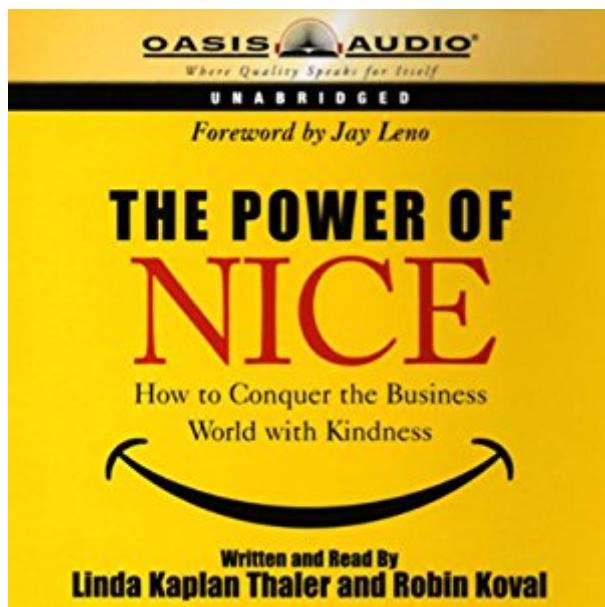


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# The Power Of Nice: How To Conquer The Business World With Kindness



## **Synopsis**

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. While 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.

## **Book Information**

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## **Customer Reviews**

Walking through the down town train terminal in Melbourne to catch the 12:15 p.m. 'rocket train' to Bendigo, a gold rush town of 19th century Australia, which still manages to carry on and exist despite our states current lack of water, to see an old friend from my university days; trying to kill time, came across this extraordinary book. Short in length, the book's content strangely connecting to a conversation about business with a friend the night before, I decided to buy the text and read it on my two hour journey...excellent. As the two successful advertising business women claim, to be 'nice' is much more powerful than the age-old capitalist strategies in business: intimidation, arrogance, intrigue and a conscience capability to 'make the kill' has always been the mark of any successful person or company. What Thaler and Koval have discovered is that basic good manners, being cordial, friendly, and unconsciously kind, will bring in more business than the other. The author's give the reader many examples of 'nice' over arrogance, kindness over aggression, but the most simple and compelling anecdote was the story about their buildings security guard, Frank. Frank is a larger than life human being who, everyday, meets the NYC

workers that move hurriedly to the elevator in search of that first cup of coffee or unfinished presentation. Good old Frank always greets each person with a big grin and a heartfelt 'Good Morning'. This greeting is sincere and as time moved along, the workers' for the authors advertising business felt better in the morning and wittled it down to the fact that Frank was the reason (or part of the reason for their change of attitude in the mornings) and began to change their own approaches to business as a result.

It sounds basic, but being nice is just something that not everybody does--or at least not often enough . . . and if that's the case in your company or organization, then please get and read **THE POWER OF NICE: HOW TO CONQUER THE BUSINESSWORLD WITH KINDNESS** by advertising executives Linda Kaplan Thealer and Robin Koval. This is a small but powerful book, packed with plenty of examples from the corporate world . . . however, students and others would greatly benefit from reading it as well, as what the authors have to say makes an awful lot of sense in any situation. For example, they talk about how this one little act of kindness made a flight attendant's day: While traveling on a business trip from Los Angeles to New York, Rachel Pine noticed that the airline crew looked extremely harried. So when the flight attendant came by to check her seat belt, Rachel offered her a Fig Newton from her family-size pack. "She took it, and was so grateful that she looked like she was going to burst into tears," said Rachel. Soon after, the attendant returned and asked Rachel to follow her--to first class. "The attendant said, 'You have no idea what our last flight was like. If just one passenger had been like you, it would have been unbearable.' "I also liked this technique for getting people to pay money that they owe: Gail tried a number of tactics to convince her creditors to pay--from letters that said "Please pay soon" festooned with smiley faces to diplomatic phone calls--but nothing worked.

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