

## Work Rules By Laszlo Bock

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*Work Rules By Laszlo Bock*

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### **MACK CARDENAS**

**Why Good People Can't Get Jobs** Greenleaf Book Group

What motivates us as students, employees, and individuals? If you reward your children for doing their homework, they will usually respond by getting it done. But is this the most effective method of motivation? No, says psychologist Edward L. Deci, who challenges traditional thinking and shows that this method actually works against performance. The best way to motivate people—at school, at work, or at home—is to support their sense of autonomy. Explaining the reasons why a task is important and then allowing as much personal freedom as possible in carrying out the task will stimulate interest and commitment, and is a much more effective approach than the standard system of reward and punishment. We are all inherently interested in the world, argues Deci, so why not nurture that interest in each other? Instead of asking, "How can I motivate people?" we should be asking, "How can I create the conditions within which people will motivate themselves?"

"An insightful and provocative meditation on how people can become more genuinely engaged and successful in pursuing their goals." —Publisher's Weekly

*Negotiating for Success: Essential Strategies and Skills* University of Pennsylvania Press

If you've ever struggled to keep your business staffed with high-performing, loyal employees—even for "unsexy" jobs with high turnover rates—this book is here to solve your hiring and retention woes. Fully Staffed will give you an edge over your competitors by enabling you to streamline your hiring process, expand your brand awareness through job advertising, build a pipeline of qualified candidates ready to fill positions before they're even vacant, and refine your hiring funnel so that these superstar employees stay with you for the long haul. Packed full of comprehensive research on the resources and strategies available to today's business owners, as well as the stories of business owners and leaders who have utilized them with great success, Fully Staffed lives up to its subtitle of being THE definitive guide to finding and keeping great employees in the worst labor market ever. Each chapter will help you replace desperation with a solid plan of action, as you discover: Why the most crucial employment strategy is perfecting your workplace

culture How to implement thoughtful, unique, and digitally-minded job advertising techniques How to leverage the power of community, educational, and governmental networks and programs How to harness the value in under-tapped labor pools like veterans, retirees, ex-offenders, and people with disabilities And how to optimize your onboarding and retention processes In this tough labor market, where the job hunters have become the hunted, employers can't rely on the hiring tactics of yesteryear. They have to ditch poorly placed "Help Wanted" ads and stop hiring every candidate who walks through the door. Instead, they must be thoughtful about who they want to hire, where and when they will advertise for open positions, how they want to onboard them, and why professional development matters. Read it in part or in full—this encyclopedic guide to hiring and retention has every tip and tactic you need in the common-sense language you want to quickly and easily get off the hire/train/turnover treadmill and get your business FULLY STAFFED.

**Extreme Productivity** John Wiley & Sons

A New York Times and Wall Street Journal Bestseller Daily Telegraph, Huffington Post & Business Insider Top Business Book to Read 'Every year, 2 million people apply for a job at Google - so

what's the secret?' Guardian A compelling manifesto with the potential to change how we work and live, *Work Rules!* offers both a philosophy of the new world of work and a blueprint for attracting the most spectacular talent and ensuring the brightest and best prosper. The way we work is changing - are you?

*Astoria* John Wiley & Sons

"Finally: an engaging, evidence-based book about how to battle biases, champion diversity and inclusion, and advocate for those who lack power and privilege. Dolly Chugh makes a convincing case that being an ally isn't about being a good person—it's about constantly striving to be a better person." —Adam Grant, New York Times bestselling author of *Give and Take*, *Originals*, and *Option B* with Sheryl Sandberg Foreword by Laszlo Bock, the bestselling author of *Work Rules!* and former Senior Vice President of People Operations at Google An inspiring guide from Dolly Chugh, an award-winning social psychologist at the New York University Stern School of Business, on how to confront difficult issues including sexism, racism, inequality, and injustice so that you can make the world (and yourself) better. Many of us believe in equality, diversity, and inclusion. But how do we stand up for those values in our turbulent world? The *Person You Mean to Be* is the smart, "semi-bold" person's guide to fighting for what you believe in. Dolly reveals the surprising causes of inequality, grounded in the "psychology of good people". Using her research findings in unconscious bias as well as work across psychology, sociology, economics, political science, and other disciplines, she offers practical tools to respectfully and effectively talk politics with family, to be a better colleague to people who don't look like you, and to avoid being a well-intentioned barrier to equality. Being the person we mean to be starts with a look at ourselves. She argues that the only way to be on the right side of history is to be a good-ish— rather than good—person. Good-ish people are always growing. Second, she helps you find your "ordinary privilege"—the part of your everyday identity you take for granted, such as race for a white person, sexual orientation for a straight person, gender for a man, or education for a college graduate. This part of your identity may bring blind spots, but it is your best tool for influencing change. Third, Dolly introduces the psychological reasons that make it hard for us to see the bias in and around us. She leads you from willful ignorance to willful awareness. Finally, she guides you on how, when, and whom, to engage (and not engage) in your workplaces, homes, and communities. Her science-based approach is a method any of us can put to use in all parts of our life. Whether you are a long-time activist or new to the fight, you can start from where you are. Through the compelling stories Dolly shares and the surprising science she reports, Dolly guides each of us closer to being the person we mean to be.

*Why We Do What We Do* Beacon Press

Today, the world offers us more options than ever before, but it also forces us to juggle more priorities, to make more choices, and to make them faster. The result: a crisis of doing too much, or not enough, and making our decisions based on impulse, stress or guilt. In *10-10-10* Suzy Welch offers an exciting, effective strategy that will help you make the right decision in any situation, at work or at home; with colleagues, family or friends. The rule is deceptively simple: when faced with a decision, consider what the consequences and outcomes of your various options would be in 10 minutes, 10 months, and 10 years. But the results are extraordinary. Using the framework of *10-10-10* will allow you to think through your decisions and to match them with the expectations and values you hold dearest. Most importantly, it allows you to chart a path in the direction you want, and to head confidently towards it with focus, balance, and joy.

*Rookie Smarts* HarperCollins

Ninety percent of business problems are actually recruiting problems in disguise. If you're filling your company's vacant positions with B-Players, you're playing with fire. Instead, hire Rockstars to build an organization with limitless potential. *Recruit Rockstars* shows you how to find, hire, and keep the best of the best. Top-tier executive recruiter Jeff Hyman has hired more than three thousand people over the course of his career. Now, he reveals his bulletproof 10-step method for landing the very best talent, based on data instead of gut feel. From sourcing and interviewing to closing and onboarding, you'll learn how to attract winners like a magnet and avoid the mistakes that result in bad hires. Assembling a team of driven and innovative Rockstars is the most powerful competitive advantage you can have in today's ever-changing business world. *Recruit Rockstars* will help you nail your numbers, impress your investors, and crush your competitors.

*Work Rules!* Simon and Schuster

NEW YORK TIMES BESTSELLER • The author of *The Talent Code* unlocks the secrets of highly successful groups and provides tomorrow's leaders with the tools to build a cohesive, motivated

culture. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG AND LIBRARY JOURNAL

Where does great culture come from? How do you build and sustain it in your group, or strengthen a culture that needs fixing? In *The Culture Code*, Daniel Coyle goes inside some of the world's most successful organizations—including the U.S. Navy's SEAL Team Six, IDEO, and the San Antonio Spurs—and reveals what makes them tick. He demystifies the culture-building process by identifying three key skills that generate cohesion and cooperation, and explains how diverse groups learn to function with a single mind. Drawing on examples that range from Internet retailer Zappos to the comedy troupe Upright Citizens Brigade to a daring gang of jewel thieves, Coyle offers specific strategies that trigger learning, spark collaboration, build trust, and drive positive change. Coyle unearths helpful stories of failure that illustrate what not to do, troubleshoots common pitfalls, and shares advice about reforming a toxic culture. Combining leading-edge science, on-the-ground insights from world-class leaders, and practical ideas for action, *The Culture Code* offers a roadmap for creating an environment where innovation flourishes, problems get solved, and expectations are exceeded. Culture is not something you are—it's something you do. *The Culture Code* puts the power in your hands. No matter the size of your group or your goal, this book can teach you the principles of cultural chemistry that transform individuals into teams that can accomplish amazing things together. Praise for *The Culture Code* "I've been waiting years for someone to write this book—I've built it up in my mind into something extraordinary. But it is even better than I imagined. Daniel Coyle has produced a truly brilliant, mesmerizing read that demystifies the magic of great groups. It blows all other books on culture right out of the water."—Adam Grant, New York Times bestselling author of *Option B*, *Originals*, and *Give and Take* "If you want to understand how successful groups work—the signals they transmit, the language they speak, the cues that foster creativity—you won't find a more essential guide than *The Culture Code*."—Charles Duhigg, New York Times bestselling author of *The Power of Habit* and *Smarter Faster Better*

**The Score Takes Care of Itself** Penguin

Learn how to take your company to the next level of growth through the stories of over 500 successful entrepreneurs. Developed by the Kauffman Center for Entrepreneurial Leadership, this flagship book introduces a new series on managing growth. The authors expertly guide you through the three stages of entrepreneurial growth: initial growth, rapid growth, and continuous growth. Personal stories told by successful entrepreneurs reveal the hows and whys of evolving as a leader at each stage, identifying red flags, vital signs, and secrets of sustained growth. Become a dynamic leader by using this book as your roadmap to entrepreneurial success.

**The Person You Mean to Be** John Wiley & Sons

In one survey, 61 percent of employees said that workplace stress had made them sick and 7 percent said they had actually been hospitalized. Job stress costs US employers more than \$300 billion annually and may cause 120,000 excess deaths each year. In China, 1 million people a year may be dying from overwork. People are literally dying for a paycheck. And it needs to stop. In this timely, provocative book, Jeffrey Pfeffer contends that many modern management commonalities such as long work hours, work-family conflict, and economic insecurity are toxic to employees—hurting engagement, increasing turnover, and destroying people's physical and emotional health—and also inimical to company performance. He argues that human sustainability should be as important as environmental stewardship. You don't have to do a physically dangerous job to confront a health-destroying, possibly life-threatening, workplace. Just ask the manager in a senior finance role whose immense workload, once handled by several employees, required frequent all-nighters—leading to alcohol and drug addiction. Or the dedicated news media producer whose commitment to getting the story resulted in a sixty-pound weight gain thanks to having no down time to eat properly or exercise. Or the marketing professional prescribed antidepressants a week after joining her employer. In *Dying for a Paycheck*, Jeffrey Pfeffer marshals a vast trove of evidence and numerous examples from all over the world to expose the infuriating truth about modern work life: even as organizations allow management practices that literally sicken and kill their employees, those policies do not enhance productivity or the bottom line, thereby creating a lose-lose situation. Exploring a range of important topics including layoffs, health insurance, work-family conflict, work hours, job autonomy, and why people remain in toxic environments, Pfeffer offers guidance and practical solutions all of us—employees, employers, and the government—can use to enhance workplace wellbeing. We must wake up to the dangers and enormous costs of today's workplace, Pfeffer argues. *Dying for a Paycheck* is a clarion call for a social movement focused on human sustainability. Pfeffer makes clear that the environment we

work in is just as important as the one we live in, and with this urgent book, he opens our eyes and shows how we can make our workplaces healthier and better.

*Culture Wins* Berrett-Koehler Publishers

Finalist for the 2015 Financial Times and McKinsey Business Book of the Year Best business book of the week from Inc.com The author of *Power*, Stanford business school professor, and a leading management thinker offers a hard-hitting dissection of the leadership industry and ways to make workplaces and careers work better. The leadership enterprise is enormous, with billions of dollars, thousands of books, and hundreds of thousands of blogs and talks focused on improving leaders. But what we see worldwide is employee disengagement, high levels of leader turnover and career derailment, and failed leadership development efforts. In *Leadership BS*, Jeffrey Pfeffer shines a bright light on the leadership industry, showing why it's failing and how it might be remade. He sets the record straight on the oft-made prescriptions for leaders to be honest, authentic, and modest, tell the truth, build trust, and take care of others. By calling BS on so many of the stories and myths of leadership, he gives people a more scientific look at the evidence and better information to guide their careers. Rooted in social science, and will practical examples and advice for improving management, *Leadership BS* encourages readers to accept the truth and then use facts to change themselves and the world for the better.

*Mastering Civility* Penguin

The definitive guide to working with -- and surviving -- bullies, creeps, jerks, tyrants, tormentors, despots, backstabbers, egomaniacs, and all the other assholes who do their best to destroy you at work. "What an asshole!" How many times have you said that about someone at work? You're not alone! In this groundbreaking book, Stanford University professor Robert I. Sutton builds on his acclaimed Harvard Business Review article to show you the best ways to deal with assholes...and why they can be so destructive to your company. Practical, compassionate, and in places downright funny, this guide offers: Strategies on how to pinpoint and eliminate negative influences for good Illuminating case histories from major organizations A self-diagnostic test and a program to identify and keep your own "inner jerk" from coming out *The No Asshole Rule* is a New York Times, Wall Street Journal, USA Today and Business Week bestseller.

**Powerful** Tom Rath

In the tradition of *The Lost City of Z* and *Skeletons in the Zahara*, *Astoria* is the thrilling, true-adventure tale of the 1810 Astor Expedition, an epic, now forgotten, three-year journey to forge an American empire on the Pacific Coast. Peter Stark offers a harrowing saga in which a band of explorers battled nature, starvation, and madness to establish the first American settlement in the Pacific Northwest and opened up what would become the Oregon trail, permanently altering the nation's landscape and its global standing. Six years after Lewis and Clark's began their journey to the Pacific Northwest, two of the Eastern establishment's leading figures, John Jacob Astor and Thomas Jefferson, turned their sights to founding a colony akin to Jamestown on the West Coast and transforming the nation into a Pacific trading power. Author and correspondent for *Outside* magazine Peter Stark recreates this pivotal moment in American history for the first time for modern readers, drawing on original source material to tell the amazing true story of the Astor Expedition. Unfolding over the course of three years, from 1810 to 1813, *Astoria* is a tale of high adventure and incredible hardship in the wilderness and at sea. Of the more than one hundred-forty members of the two advance parties that reached the West Coast—one crossing the Rockies, the other rounding Cape Horn—nearly half perished by violence. Others went mad. Within one year, the expedition successfully established Fort Astoria, a trading post on the Columbia River. Though the colony would be short-lived, it opened provincial American eyes to the potential of the Western coast and its founders helped blaze the Oregon Trail.

**HR Disrupted** Practical Inspiration Publishing

Your people are your most valuable asset, and if you want them to excel (and your profits to soar), you'll need to abandon your traditional command-and-control management style and adopt a collaborative, open leadership approach—one that engages and empowers your people. While this isn't a particularly new idea, many leaders, while they may pay lip service to it, don't really understand what it means. And most of those who do get it lack the skills for putting it into practice. In *Flat Army* you'll find powerful leadership models and tools that help you challenge yourself and overcome your personal obstacles to change, while pushing the boundaries of organizational change to create a culture of collaboration. • Develops an integrated framework incorporating collaboration, open leadership, technologies, and connected learning • Shows you how to flatten the organizational pyramid and engage with your peoples in more collaborative and

productive ways—without undermining your authority • Explains how to deploy a Connected Leader mindset, a Participative Leader Framework, and a Collaborative Leader Action Model • Arms you with powerful tools for becoming a more visible leader who demonstrates the qualities and capabilities needed to become an agent of positive change

*Measure What Matters* Penguin

“Required reading for professionals—and aspiring professionals—of all levels.” —Shirley Ann Jackson, President of Rensselaer Polytechnic Institute and Former Chairman of U.S. Nuclear Regulatory Commission Robert C. Pozen, one of the business world’s most successful—and productive—executives, reveals the surprising secrets to workplace productivity and high performance. It’s far too easy for working professionals to become overwhelmed by a pile of time-sensitive projects, a backlog of emails, and endless meetings. In order to be truly productive, they must make a critical shift in mindset from hours worked to results produced. With *Extreme Productivity*, Pozen explains how individuals can maximize their time and energy by determining and focusing on their highest priorities. He also provides a toolkit of practical tips and techniques to help professionals at all stages of their careers maximize their time at work. This essential handbook empowers every person with proven methods for prioritizing their time to achieve high-impact results and refine their career goals for long-term success, all while leading a full and meaningful personal life as well.

*Recruit Rockstars* Harper Collins

#1 New York Times Bestseller Legendary venture capitalist John Doerr reveals how the goal-setting system of Objectives and Key Results (OKRs) has helped tech giants from Intel to Google achieve explosive growth—and how it can help any organization thrive. In the fall of 1999, John Doerr met with the founders of a start-up whom he’d just given \$12.5 million, the biggest investment of his career. Larry Page and Sergey Brin had amazing technology, entrepreneurial energy, and sky-high ambitions, but no real business plan. For Google to change the world (or even to survive), Page and Brin had to learn how to make tough choices on priorities while keeping their team on track. They’d have to know when to pull the plug on losing propositions, to fail fast. And they needed timely, relevant data to track their progress—to measure what mattered. Doerr taught them about a proven approach to operating excellence: Objectives and Key Results. He had first discovered OKRs in the 1970s as an engineer at Intel, where the legendary Andy Grove (“the greatest manager of his or any era”) drove the best-run company Doerr had ever seen. Later, as a venture capitalist, Doerr shared Grove’s brainchild with more than fifty companies. Wherever the process was faithfully practiced, it worked. In this goal-setting system, objectives define what we seek to achieve; key results are how those top-priority goals will be attained with specific, measurable actions within a set time frame. Everyone’s goals, from entry level to CEO, are transparent to the entire organization. The benefits are profound. OKRs surface an organization’s most important work. They focus effort and foster coordination. They keep employees on track. They link objectives across silos to unify and strengthen the entire company. Along the way, OKRs enhance workplace satisfaction and boost retention. In *Measure What Matters*, Doerr shares a broad range of first-person, behind-the-scenes case studies, with narrators including Bono and Bill Gates, to demonstrate the focus, agility, and explosive growth that OKRs have spurred at so many great organizations. This book will help a new generation of leaders capture the same magic.

**Who** Sound Wisdom

Named by The Washington Post as one of the 11 Leadership Books to Read in 2018 When it comes to recruiting, motivating, and creating great teams, Patty McCord says most companies have it all wrong. McCord helped create the unique and high-performing culture at Netflix, where she was chief talent officer. In her new book, *Powerful: Building a Culture of Freedom and Responsibility*, she shares what she learned there and elsewhere in Silicon Valley. McCord advocates practicing radical honesty in the workplace, saying good-bye to employees who don’t fit the company’s

emerging needs, and motivating with challenging work, not promises, perks, and bonus plans. McCord argues that the old standbys of corporate HR—annual performance reviews, retention plans, employee empowerment and engagement programs—often end up being a colossal waste of time and resources. Her road-tested advice, offered with humor and irreverence, provides readers a different path for creating a culture of high performance and profitability. Powerful will change how you think about work and the way a business should be run.

**Big Feelings** Business Plus

Break your revenue records with Silicon Valley’s “growth bible” “This book makes very clear how to get to hyper-growth and the work needed to actually get there” Why are you struggling to grow your business when everyone else seems to be crushing their goals? If you needed to triple revenue within the next three years, would you know exactly how to do it? Doubling the size of your business, tripling it, even growing ten times larger isn’t about magic. It’s not about privileges, luck, or working harder. There’s a template that the world’s fastest growing companies follow to achieve and sustain much, much faster growth. From Impossible to Inevitable details the hypergrowth playbook of companies like Hubspot, Salesforce.com (the fastest growing multibillion dollar software company), and EchoSign—aka Adobe Document Services (which catapulted from \$0 to \$144 million in seven years). Whether you have a \$1 billion or a \$100,000 business, you can use the same insights as these notable companies to learn what it really takes to break your own revenue records. Pinpoint why you aren’t growing faster Understand what it takes to get to hypergrowth Nail a niche (the #1 missing growth ingredient) What every revenue leader needs to know about building a scalable sales team There’s no time like the present to surpass plateaus and get off of the up-and-down revenue rollercoaster. Find out how now!

**Future Driven** Ballantine Books

From the visionary head of Google’s innovative People Operations comes a groundbreaking inquiry into the philosophy of work -- and a blueprint for attracting the most spectacular talent to your business and ensuring that they succeed. "We spend more time working than doing anything else in life. It's not right that the experience of work should be so demotivating and dehumanizing." So says Laszlo Bock, former head of People Operations at the company that transformed how the world interacts with knowledge. This insight is the heart of *Work Rules!*, a compelling and surprisingly playful manifesto that offers lessons including: Take away managers' power over employees Learn from your best employees-and your worst Hire only people who are smarter than you are, no matter how long it takes to find them Pay unfairly (it's more fair!) Don't trust your gut: Use data to predict and shape the future Default to open-be transparent and welcome feedback If you're comfortable with the amount of freedom you've given your employees, you haven't gone far enough. Drawing on the latest research in behavioral economics and a profound grasp of human psychology, *Work Rules!* also provides teaching examples from a range of industries-including lauded companies that happen to be hideous places to work and little-known companies that achieve spectacular results by valuing and listening to their employees. Bock takes us inside one of history's most explosively successful businesses to reveal why Google is consistently rated one of the best places to work in the world, distilling 15 years of intensive worker R&D into principles that are easy to put into action, whether you're a team of one or a team of thousands. *Work Rules!* shows how to strike a balance between creativity and structure, leading to success you can measure in quality of life as well as market share. Read it to build a better company from within rather than from above; read it to reawaken your joy in what you do.

**The Tyranny of the Meritocracy** Hachette UK

Finding fulfillment in both love and work isn't easy--but it's possible. The majority of couples today are dual-career couples. As anyone who's part of such a relationship knows, this presents big challenges: trying to raise kids and achieve career goals while caring for and supporting your partner can seem impossible. Yet most advice for dual-career couples fails, framing the challenges

as a zero-sum game in which one partner’s gain is the other’s loss and solutions feel like sacrifices or unsatisfactory trade-offs. This book is different. In *Couples That Work*, INSEAD professor Jennifer Petriglieri rejects conventional, one-size-fits-all solutions and instead focuses on how dual-career couples can tackle and resolve the challenges they face throughout their lives--together. She identifies three key phases of exploration and personal growth in every couple’s work-life journey, showing how partners must navigate these together to strengthen their bond. Each phase is crystallized with a question: How can we make this work? The first phase focuses on the logistics of combining two busy lives and often involves the demands of young children. What do we really want? In the second phase, couples learn to navigate their midlife crises in ways that allow each partner to continue to feel happy and fulfilled. Who are we now? With careers winding down and kids grown up, this last phase offers new freedoms--and uncertainties. Based on a five-year research project, the book includes interviews with couples from over thirty countries--from executives to entrepreneurs and from twentysomething newlyweds to dual-career grandparents. Filled with vivid real-life stories, keen insights, and engaging exercises, *Couples That Work* will help couples develop their own unique answers to that most pressing question: How can we successfully combine love and work?

*We Need to Talk* John Wiley & Sons

The flood of information, unprecedented transparency, increasing interconnectedness-and our global interdependence-are dramatically reshaping today’s world, the world of business, and our lives. We are in the Era of Behavior and the rules of the game have fundamentally changed. It is no longer what you do that matters most and sets you apart from others, but how you do what you do. Whats are commodities, easily duplicated or reverse-engineered. Sustainable advantage and enduring success for organizations and the people who work for them now lie in the realm of how, the new frontier of conduct. For almost two decades, Dov Seidman’s pioneering organization, LRN, has helped some of the world’s most respected companies build “do it right,” winning cultures and inspire principled performance throughout their organizations. Seidman’s distinct vision of the world, business, and human endeavor has helped enable more than 15 million people doing business in more than 120 countries to outbehave the competition. In *HOW: Why HOW We Do Anything Means Everything*, Dov Seidman shares his unique approach with you. Now updated and expanded, *HOW* includes a new Foreword from President Bill Clinton and a new Preface from Dov Seidman on why how we behave, lead, govern, operate, consume, engender trust in our relationships, and relate to others matters more than ever and in ways it never has before. Through entertaining anecdotes, surprising case studies, cutting-edge research in a wide range of fields, and revealing interviews with a diverse group of leaders, business executives, experts, and everyday people on the front lines, this book explores how we think, how we behave, how we lead, and how we govern our institutions and ourselves to uncover the values-inspired “hows” of twenty-first-century success and significance. Divided into four comprehensive parts, this insightful book: Exposes the forces and factors that have fundamentally restructured the world in which organizations operate and their people conduct themselves, placing a new focus on their hows Provides frameworks to help you understand those hows and implement them in powerful and productive ways Helps you channel your actions and decisions in order to thrive uniquely within today’s new realities Sheds light on the systems of how-the dynamics between people that shape organizational culture-andintroduces a bold new vision for leading and winning through self-governance The qualities that many once thought of as “soft”-values, trust, and reputation-are now the hard currency of success and the ultimate drivers of efficiency, performance, innovation, and growth. With in-depth insights and practical advice, *HOW* will help you bring excellence and significance to your business endeavors- and your life-and refocus your efforts in powerful new ways. If you want to stand out, to thrive in our fast changing, hyper-connected, and hypertransparent world, read this book and discover *HOW*.

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