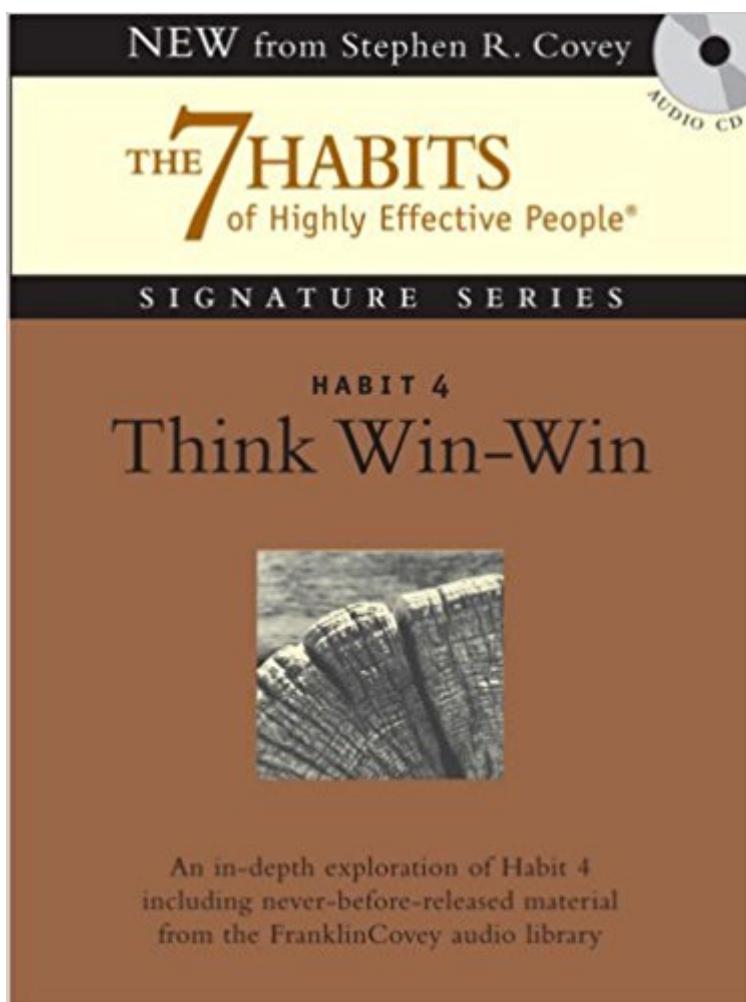


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# Habit 4 Think Win-Win: The Habit Of Mutual Benefit (7 Habits Of Highly Effective People Signature)



## **Synopsis**

Habit 4: Think Win-Win is about 'ensuring that all agreements or solutions are mutually beneficial, mutually satisfying.' Dr. Stephen R. Covey leads listeners through an exploration of six different paradigms (patterns of thoughts and behaviour) and reveals the win/win paradigm that will create a 'higher way' toward meaningful-and mutual-successes. In this in-depth exploration of Habit 4, you will hear Dr. Covey explain why Win/Win is the only real alternative in interdependent realities. Including discussions of character, integrity, and maturity, Dr. Covey also teaches listeners how to create an 'abundance mentality' so that they can 'take personal joy, satisfaction, and fulfilment and turn it outward, appreciating the uniqueness, the inner direction, the proactive nature of others.' This is not pop psychology or simply a trendy catch phrase. Rather, Dr. Covey helps the listener examine the character attributes that lead to behaviours. By living with honesty, integrity, kindness, and other time-tested principles, listeners find the real keys to changing unwanted behaviours.

## **Book Information**

Series: 7 Habits of Highly Effective People Signature

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## **Customer Reviews**

Recognized as one of Time magazine's 25 most influential Americans, Stephen R. Covey has dedicated his life to demonstrating how every person can truly control their destiny with profound, yet straightforward guidance. As an internationally respected leadership authority, family expert, teacher, organizational consultant, and author, his advice has given insight to millions. He has sold over 20 million books sold (in 38 languages), and The 7 Habits of Highly Effective People was named the #1 Most Influential Business Book of the Twentieth Century. His most recent major book,

The 8th Habit , has sold nearly 400,000 copies. He holds an MBA from Harvard, and doctorate degree from Brigham Young University. He is the co-founder and vice chairman of FranklinCovey, the leading global professional services firm with offices in 123 countries. He lives with his wife and family in Utah.

This audiobook was read by the author in front of a live audience. At humorous moments, you can hear the audience laugh. Covey is an authoritative speaker. He talks naturally as one familiar and knowledgeable in the subject. The message that win-win is not only possible but the best policy resonates well with me. This is what I want to hear actually, but the fact that Covey is so authoritative reassures me. He explains why win-win works better than win-lose or lose-win and provides simple but interesting stories to illustrate this phenomenon. This is a short CD and one I'd like to listen to many times for the inspirational value. The idea of win-win makes sense but we can lose the sense of it when we witness people succeeding in the short term through win-lose actions (taking advantage of others, particularly those in a weaker or vulnerable position). Over time, one's reputation is worth a lot. When one strives to make sure both parties to a deal, transaction or relationship benefit, one builds a better future for oneself. I see this in many aspects of life. Consider the job market for example. It's a lot easier to find a job if you've built up a good reputation. However, as with all positive messages, it's necessary to expose oneself frequently just because the daily injustices of life can make a person insecure and cynical. That's why I plan to listen to this audiobook many more times.

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