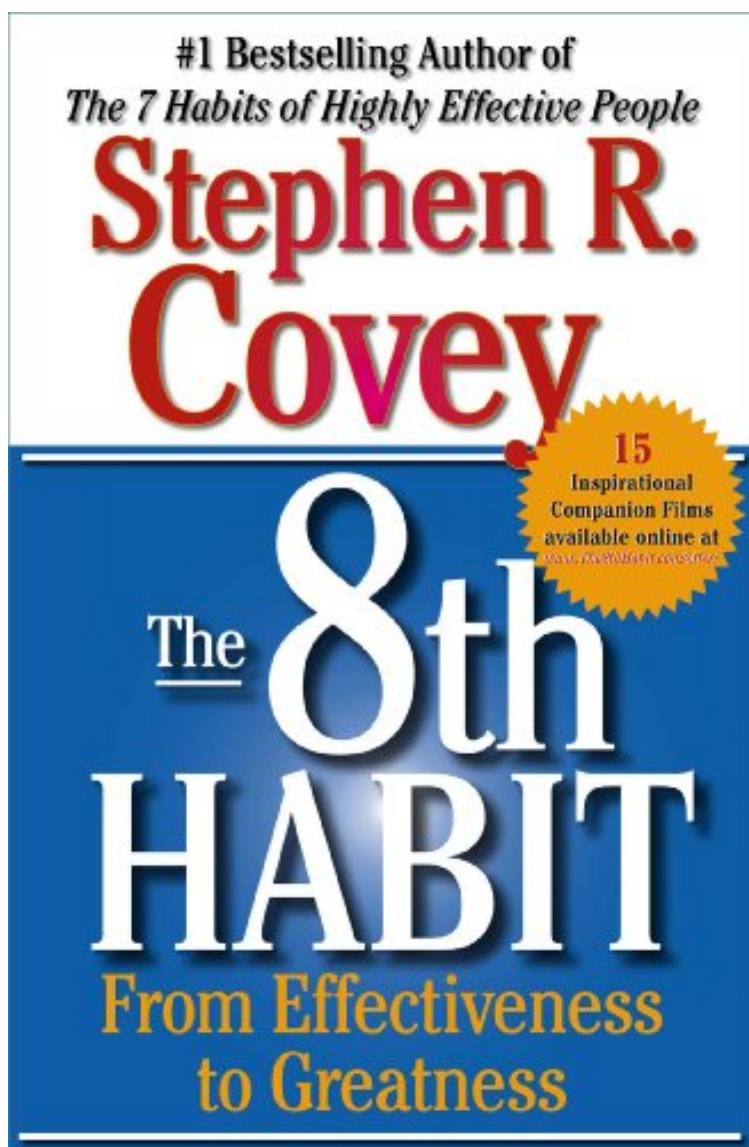


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The 8th Habit: From Effectiveness to Greatness (English Edition)



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Description :

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R. Coveys classic book. The world, however, is a vastly changed place. Being effective as individuals and organizations is no longer merely an optionsurvival in todays world requires it. But in order to thrive, innovate, excel, and lead in what Covey calls the New Knowledge Worker Age, we must build on and move beyond effectiveness. The call of this new era in human history is for greatness; its for fulfillment, passionate execution, and significant contribution. Accessing the higher levels of human genius and motivation in todays new reality requires a change in thinking: a new mindset, a new skill-set, a new tool-setin short, a whole new habit. The crucial challenge of our world today is this: to find our voice and inspire others to find theirs. It is what Covey calls the 8th Habit. So many people feel frustrated, discouraged, unappreciated, and undervaluedwith little or no sense of voice or unique contribution. The 8th Habit is the answer to the souls yearning for greatness, the organizations imperative for significance and superior results, and humanitys search for its voice. Coveys new book will transform the way we think about ourselves, our purpose in life, our organizations, and about humankind. Just as The 7 Habits of Highly Effective People helped us focus on effectiveness, The 8th Habit shows us the way to greatness.

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