



Beware the Naked Man Who Offers You His Shirt: Do What You Love, Love What You Do, and Deliver More Than You Promise

By Harvey Mackay

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FORTUNE magazine calls Harvey Mackay "Mr.-Make-Things-Happen." No matter where you are in your career, he can help you ride the expressway to success. This collection of on-target how-to's, insights, and self-tests translates into immediate take-to-the-office results on EVERY page. Discover the secrets on servicing sales that are worth millions, add the missing ingredient--courage--to your career, learn how to love your job, take a manager's quiz that will revolutionize your style, and much, much more!

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Editorial Review

From Publishers Weekly

In this sequel of *Swim with the Sharks Without Being Eaten Alive*, Mackay, a Minneapolis envelope-maker, issues a flood of no-nonsense business advice in the form of original aphorisms and short, germane examples, all delivered with high spirits and ever-bubbling humor. "The sale begins when the customer says yes," he declares. "ASTONISH them . . . get it there before you said you would . . ." Mackay offers detailed programs to motivate customers and employees, and tells success stories of consumer needs perceived and fulfilled--pantyhose shops, walk-in medical clinics. He also stresses the importance of entrepreneurial courage, such as his own insistence on lengthy titles for his books. First serial to *Success* magazine; BOMC and Fortune Book Club alternates.

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From Library Journal

Like Mackay's previous best seller, *How To Swim with the Sharks Without Being Eaten Alive* (LJ 4/15/88), this work is filled with anecdotes and typical Mackay tips. Beginning with how to get a job, he uses hints and stories to show how to get ahead in the business world. The work is composed of 85 lessons broken into seven groupings, with each lesson usually only a couple of pages in length. Each grouping relates to specific aspects of a business career, e.g. "Harvey Mackay's Short Course on Getting Started" or "Working Your Way Up" or "Running the Show." In addition there are 35 "Quickies," usually a page or less in length, that explicate a point, e.g. "Find One Good Idea, and You Can Use It Forever." Sure to be a best seller.

Recommended for all business collections that include popular works. Previewed in *Prepub Alert*, LJ 9/1/89.

- -- Michael D. Kathman, St. John's Univ., Collegeville, Minn.

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From the Publisher

Self-made millionaire Harvey Mackay knows about life at the top--and knows what it takes to stay there. Now, he tells you how to get there too, with dozens of common-sense lessons from all walks of life. Whether you're selling, managing, or punching the clock, you'll find the questions and the answers you need to questions like: Do you do what you love? (The Mackay self-inventory test will help you find out.); Do you love what you do? Do you deliver more than you promise? From closing the sale to setting off on your own, from managing in the trenches to asking for a raise, the business philosophy that's worked for millions can work for you, too.

Users Review

From reader reviews:

Jocelyn Welch:

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Inez Tuller:

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Marilyn Calhoun:

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