



## The Power of Nice. by Linda Kaplan, Robin Koval

By Linda Kaplan Thaler

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### The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler

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. Where 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. "The Power of Nice" shows that 'nice' companies have lower employee turnover, lower recruitment costs and higher productivity. Nice people live longer, are healthier and make more money. In today's interconnected world, companies and people with a reputation for cooperation and fair play forge the kind of relationships that lead to bigger and better opportunities, both in business and in life. But being nice doesn't mean being a push-over. In fact, nice may be the toughest four-letter word you'll ever encounter. Kaplan Thaler and Koval illustrate the surprising power of nice with an array of real-life examples from the business arena as well as from their personal lives. Most important, they present a plan of action covering everything from creating a positive impression to sweetening the pot to turning enemies to allies. Filled with inspiration and suggestions on how to supercharge your career and expand your reach in the workplace, "The Power of Nice" will transform how you live and work.

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## **The Power of Nice. by Linda Kaplan, Robin Koval By Linda Kaplan Thaler Bibliography**

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#### **Review**

"This little book will show you why women should run most corporations in America and maybe the entire country. Reading Nice will improve just about everything in your life and that's a promise" James Patterson "For my money, I would always rather make a deal with people I like who treat me well. If you want to discover the surprising power of nice, read this book. Memorise it. Use it. You'll be glad you did." Donald Trump "Though a lively read, this is not a cutesy little bob-bon of a book. Well thought-out and crisply presented, it offers key principles, case studies and exercises to help make niceness habitual." Publishers Weekly

#### **About the Author**

LINDA KAPLAN THALER is CEO and chief creative officer and ROBIN KOVAL is president of THE KAPLAN THALER GROUP, creators of pop-culture icons like the Aflac Duck. Together, Kaplan Thaler and Koval have been featured on Today, the Martha Stewart Show, and Nightline, as well as in USA TODAY, the New York Times, and BusinessWeek, among many others. Kaplan Thaler and Koval each live in New York.

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