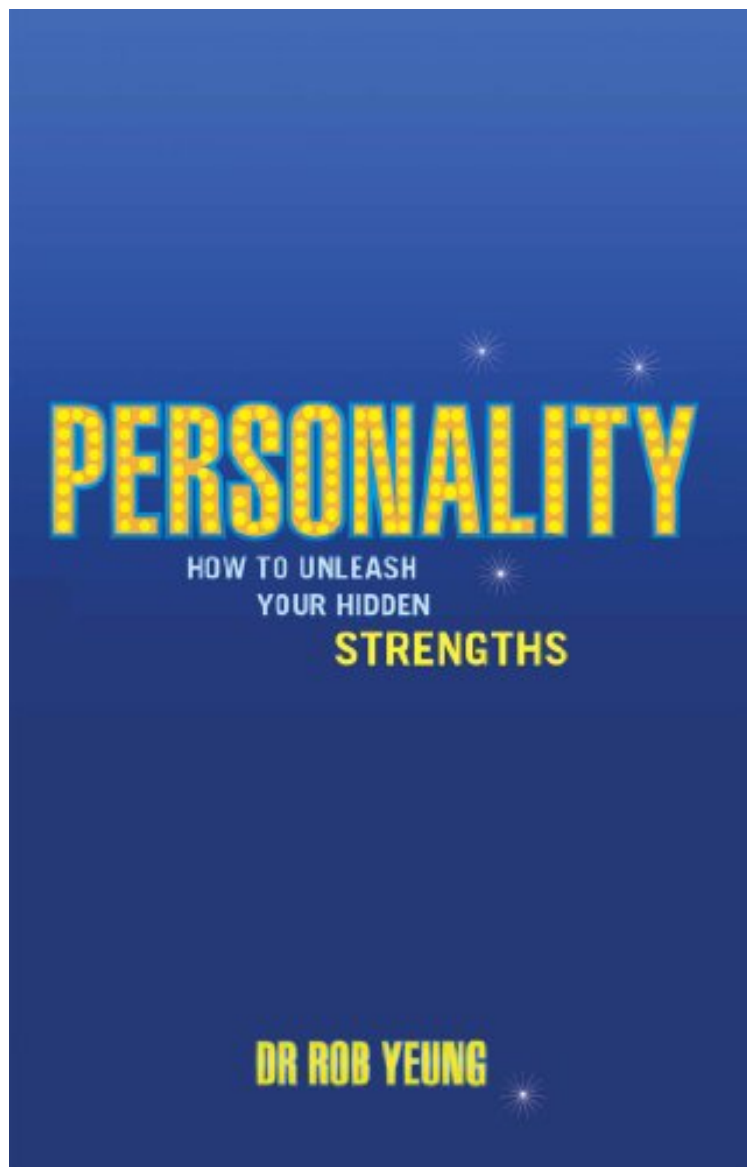


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## Personality: How to Unleash Your Hidden Strengths

*Rob Yeung*

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We are all made up of seven essential personality traits. Some of us have more of one trait than another ndash;

it's the unique mix that makes us who we are. Understanding our unique mix and how to best to use it is the key to success in work and life. Personality shows you exactly how. You'll find out what your strengths and weaknesses are, how to overcome your shortcomings and propel yourself forward to be the best you can be. You'll learn to pursue opportunities where you can excel and steer clear from ones where you won't. You'll become your own personal talent manager - after-all, who better to manage your talents than you!

From the Back Cover Make the most of your greatest asset — YOU — to be the very best you can be. Whether you want to climb the career ladder, start your own business, be a better parent, a sensational musician or an artist, Personality will help you make a success of whatever you choose to do. Each of us is unique. We all have individual traits and characteristics that we can use to propel us forward. The key to success is knowing what you're good at and how to play to your strengths. Personality shows you how. You'll discover what your strengths and weaknesses are, and how to pursue opportunities that showcase your talents to bring out your very best. "A highly accessible and research-informed book that should interest everyone." Adrian Furnham, Professor of Psychology, University College London "A great guide to help you identify your strengths and find what makes you unique." Sahar Hashemi, Founder of Coffee Republic "Dr Rob Yeung is one of the country's top psychologists. Personality is an eye-opening read — full of insights into how to make the most of your natural talents." Melinda Messenger, TV presenter and model About the Author Dr Rob Yeung is a chartered psychologist who works with people on both life coaching and business coaching issues. Author of over a dozen books, he is frequently featured in the national press including The Guardian, Psychologies, Men's Health, and Glamour and is the presenter of the BBC television series How To Get Your Dream Job.