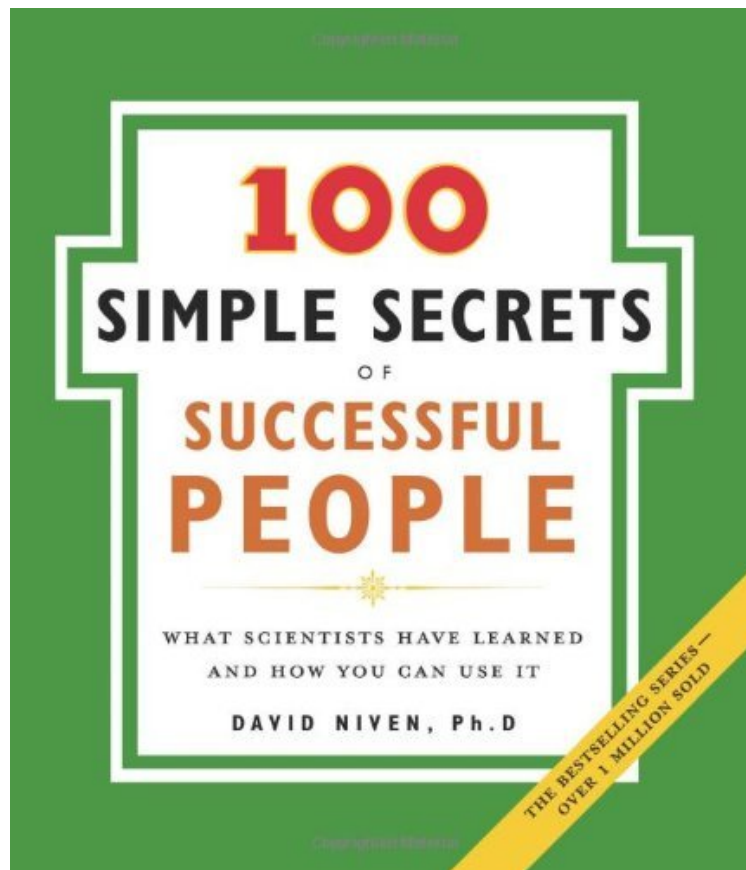


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The 100 Simple Secrets of Successful People: What Scientists Have Learned and How You Can Use It

David Niven PhD

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David Niven PhD : The 100 Simple Secrets of Successful People: What Scientists Have Learned and How You Can Use It before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 100 Simple Secrets of Successful People: What Scientists Have Learned and How You Can Use It:

4 of 4 people found the following review helpful. A few gems hidden amongst a pile of drossBy Kenneth WongHorrible book. The author tries to keep to a format of advice, anecdote then quotation of research. There are a few chapters that work quite well in this regard, but it feels like in the attempt to gather 100 "secrets", the author simply did not have enough material. Too often, the advice or anecdote seems unrelated to the research. Other times, the advice seems to be unwarranted based on the research.Probably would have been more meaningful to focus on a few important areas (with lots of anecdotes and research to back them up) rather than aim to hit a magic "100" number.5 of 6 people found the following review helpful. Lifeless and trivialBy A Reader from ChicagoThese are indeed simple ideas--and hardly secrets. If you have never thought about success in your own life, perhaps you may get something out of this book. But if seeking success and achievement is a part of your life this book will be nothing

but dull for you. The stories are not at all inspirational since they lack any real meat. They were more like a set of facts which may have sometimes been derived from a really good story, but left me thinking "So what?". The stories are too simple. The "science" consists of a quick statistic. E.g., "The productivity of employees who score high in dedication to their career is 33 percent less likely to be affected by the quality of their managers than is the production of low-dedicated employees." So, in short, the points are trivial, the stories don't work, and the so-called science is presented in a way that is generally useless. Very simplistic. 0 of 0 people found the following review helpful. Recommend By Marie S. Great book with some not-so-obvious ideas!

What are the keys to success? Scientists have studied the traits, beliefs, and practices of successful people in all walks of life. But the answers they find wind up in stuffy academic journals aimed at other scientists. The 100 Simple Secrets of Successful People takes the best and most important research results from over a thousand studies and spells out the key findings in ways we can all understand. Each entry contains advice based on those findings, a real life example of what to do or not to do, and a telling statistic based on scientific research.

From Publishers Weekly From "resist the urge to be average" to "speak slowly," psychologist and social scientist David Niven offers concise workplace and lifestyle advice in *The 100 Simple Secrets of Successful People: What Scientists Have Learned and How You Can Use It*. Niven's "secrets" are based on research by psychologists and sociologists, which he cites in each entry. One study, for instance, observed that six in 10 managers lost friends who weren't promoted as quickly as they were, leading Niven to reassure readers that co-workers' bitterness is "a sincere but unpleasant form of flattery." Each tip also draws on the real-life experiences of successful business owners and other professionals. Copyright 2002 Cahners Business Information, Inc. About the Author David Niven, Ph.D., bestselling author of the 100 Simple Secrets series, is a psychologist and social scientist who teaches at Ohio State University. David Niven, Ph.D., es el autor de los bestsellers internacionales *Los 100 Secretos de la Gente Exitosa*, y *Los 100 Secretos de las Buenas Relaciones*. Es psicólogo y científico social, y enseña en la Florida Atlantic University.