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The 8th Habit From Effectiveness to Greatness

By Stephen R. Covey

Franklin Covey on Brilliance Audio. No binding. Book Condition: New. Audio CD. Dimensions: 5.5in. x 5.0in. x 0.4in. In the more than fifteen years since its publication, the classic The 7 Habits of Highly Effective People has become an international phenomenon with over fifteen million copies sold. Tens of millions of people in business, government, schools, and families, and, most important, as individuals have dramatically improved their lives and organizations by applying the principles of Stephen R. Covey's classic book. The world, though, is a vastly changing place. The challenges and complexity we all face in our relationships, families, professional lives, and communities are of an entirely new order of magnitude. Being effective as individuals and organizations is not longer merely an option--survival in today's 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 today's new reality requires a sea change in thinking: a new mind-set, a new skill-set, a new...



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