



The Success Effect: Uncommon Conversations with America's Business Trailblazers

John Eckberg

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This compulsively readable collection features not only corporate success stories, but those from entertainment, sports, the military, small business, philanthropy, and entrepreneurship. Through his unorthodox interview style, John Eckberg elicits revealing commentary and off-the-cuff answers from America's best business minds before they have the chance to formulate a generic response. The results are extraordinary and often completely unexpected, penetrating what would normally be a closed shop of intellect, insight, and innovation. Instead of sound bites and PR spin, readers receive unparalleled perspective and compelling life lessons. Details like what music the interviewees are listening to and which books are on their nightstands add a delightfully human touch to each profile.

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