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leadership, including loyalty, optimism, humility, and a reverence for customer service, and shows how leaders like Jet Blue's Dave Needleman, Tony Hsieh of Zappos, Steve Jobs of Apple ...

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Finish First. By John
Corcoran. Peter

Shankman is a self-
admitted workaholic.

The founder of Help A
Reporter Out

(HARO), author and
serial entrepreneur

says for too long his
work was his life. "I

have a blast doing

what I'm doing. I have

a great time doing it,

but I also realize

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there's a middle

ground," Shankman

says.

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Importantly, Peter

says niceness needs to

start with the CEO

and then permeate the

organization. Let me

know if you think

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boardroom of your
company for a Mr.

Nicer. Drew Neisser:

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In a recent post we

found out why nice

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companies finish first.

Throughout the book

the author quotes

successful leaders that

show how companies

(and people) that are

nice experience more

success than their less

kind counterparts.

Here are a few of my

favorites: "We feel

customers are our

friends, and we talk to

them like friends.

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service, profiles the famously nice executives, entrepreneurs, and companies that are setting the standard for success in this new collaborative world. He explores the new hallmarks of effective leadership, including loyalty ...

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setting the standard for success in this new collaborative world.

He explores the new hallmarks of effective leadership, including loyalty, optimism, humility, and a reverence for customer service, and shows how leaders like Jet Blue's Dave Needleman, Tony Hsieh of Zappos, Steve Jobs of Apple ...

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Hsieh of Zappos, Steve

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Author: Peter

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Shankman notes that

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employees who are
most committed

First Why

perform 20% better

and are 87% less likely

to leave. This ...

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| Macmillan

It didn't surprise me
that Peter Shankman,
the visionary founder
of Help A Reporter
Out, would write a

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book like his new

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Shankman, a pioneer in modern PR, marketing, advertising, social media, and customer service, profiles the famously nice executive. In an age of increasing transparency and access, it just doesn't pay to be a jerk—to employees, customers, competitors, or anyone else.

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Why nice guys can
finish first in business |

Financial Post

By Peter Shankman ;

with Karen Kelly. In
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Peter Shankman,

author of Nice

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Management Is Over
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And Collaboration Is

In, outlines how

Management Is

dissatisfaction with
Over And
their leaders is

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rampant and growing

in organizations,

largely because those

leaders are abusive,

and often their

companies reflect their

leadership style.

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Nice companies, like
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their leaders, can
finish first ...

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Why nice guys can
finish first in business

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time has embraced the
notion the strongest,
toughest and most
aggressive leaders get
the job done and are
more desirable, than
the ...

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