



True Greatness: Mastering the Inner Game of Business Success

Kevin Elko, Bill Beausay

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How do you measure greatness? Whereas "excellence" is about becoming the best you can be at one particular thing, greatness moves you past routine success and onto a new plateau where your achievements are more meaningful and satisfying. It is a deliberate act of finding the best in yourself and making choices from a different mindset. It's a way of seeing a special kind of "more" in your life. And while achieving greatness inevitably leads to profit and phenomenal success in business, it's also-surprise!-a profoundly satisfying way to live. This revelatory book contains a powerful step-by-step process showing you how to: develop a clear idea of who you are and what you want • cultivate a positive new orientation from which better choices can be made • generate action in yourself and create unusual impact on others • overcome information overload • create a built-in mechanism to generate this sort of greatness consistently Filled with inspiring examples from sports and business, this book points the way to a life lived more deeply and filled with joy, passion, success, excitement, and peace.

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