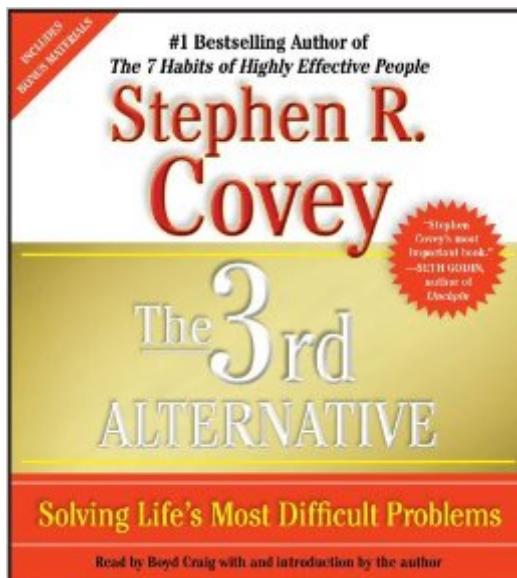


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The 3rd Alternative: Solving Life's Most Difficult Problems



Synopsis

A legacy work from the multimillion copy bestselling author of *The 7 Habits of Highly Effective People* "hailed as the #1 Most Influential Business Book of the Twentieth Century" "The 3rd Alternative introduces a breakthrough approach to conflict resolution and creative problem solving. One of *Time* magazine's 25 most influential Americans, Dr. Stephen R. Covey has helped millions transform their lives. In *The 3rd Alternative* Covey turns his formidable insight to creative problem solving, presenting a powerful new way to resolve professional and personal difficulties and create solutions to great challenges in organizations and society. *The 3rd Alternative* transcends the traditional solutions to conflict "my way or your way" by forging a path toward a creative solution "a third option" that is far better than what either party proposes. Covey profiles in this work a wide range of innovative 3rd Alternative thinkers in fields including business, politics, law, education, policing, health, and family. Through stories and examples, Covey tells listeners how to build strong relationships with diverse individuals based on the notion of winning together and demonstrates how this can generate innovative solutions and growth. Beyond compromise, beyond mediation, *The 3rd Alternative* represents a radical, creative new way of thinking. Dr. Covey considers this his legacy work "a groundbreaking, but practical work that demonstrates why 3rd Alternative thinking represents the supreme opportunity of our time.

Book Information

Audio CD: 3 pages

Publisher: Simon & Schuster Audio; Abridged edition (October 4, 2011)

Language: English

ISBN-10: 1442344083

ISBN-13: 978-1442344082

Product Dimensions: 5.1 x 0.8 x 5.8 inches

Shipping Weight: 0.8 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (65 customer reviews)

Best Sellers Rank: #2,027,802 in Books (See [Top 100 in Books](#)) #51 in [Books > Books on CD > Authors, A-Z > \(C \) > Covey, Stephen R.](#) #317 in [Books > Books on CD > Business > Career](#) #618 in [Books > Books on CD > Business > Management](#)

Customer Reviews

Dr. Covey inspires us again. This 3rd alternative thinking will be our guiding principle in the life. We are currently living in a difficult world. Environment, health, poverty and impartiality issues weigh

heavily on us incessantly. Not only to solve the conflict but also to regain our soul, we need to change our paradigm. He points out we are too much swallowed up by the serious identity theft, which deprives the sense of who we are and what we can do in our life. We have to sneak away from the thinking of the industrial age, two alternative thinking. The key to a healthy society, he says, is to align the social will, the value system, with the principles of synergy. Every corporations, politicians, doctors, musicians, educators and governmental officers of famous and only known locally, he introduce as 3rd alternative thinkers, are unanimously impressive. Especially Pablo Casals's words knocked out me. Whoever can say I'm beginning to notice getting better at this at the age of ninety three. I gird up my loins again to live in crescendo. Dr. Covey's erudite knowledge covers the whole globe. We can deepen our cultural anthropology understandings, like ubuntu, talking stick communication, ashimsa, dharma and izzat, etc. In Japanese, the Chinese character of person comes from a scene two people stand on earth leaning against each other. We should know we live on an interdependent planet, and need to think in holistic to solve the difficulties we are facing, rather than consider the sum of the parts, by a broad and deep understanding reality. The 7 habits has been my guidance to date to lead a highly effective life. Now and then I stop and looked back myself to the light of these guidelines. From now on I'll add this 3rd alternative thinking to my mental attitude.

The 3rd Alternative, Stephen Covey's last book "actually published in the very year of his death" is perhaps more than this great man could give. It is more, much more than a "business" book, as the vision of leadership it teaches and embodies surpasses by far the realm of business. It widely covers the adjoining fields of social leadership, nonprofit leadership and political leadership. Covey's ideas are presented in fluent style in this book, which has really touched my heart. It is far less schoolmasterly than the books on effectiveness and leadership in a stricter sense of the word. But like those others, it is richly illustrated with comprehensive graphics, so typical for all of Covey's books. As I mentioned in my review of the 8th Habit, the 3rd Alternative Leadership and Conflict Resolution Approach was developed as an extension of the 6th Habit: Synergy. I personally see the emphasis more on the conflict resolution function this approach facilitates and believe that the methods taught in The 8th Habit are largely sufficient for leadership purposes in general. But as life in general, and human relations in particular, always engender problematic situations, we can easily see that we need to be prepared "for a leak in the boat" as the I Ching expresses it. For the Chinese executive, preparedness is crucial for good and effective leadership. The present book shows how extensively Dr. Covey has learnt both from

Middle Eastern cultures, from African traditions, and from the wisdom traditions of the Far East. The book abounds of examples that show how cross-culturally Covey has worked perhaps all his life, but especially in his later years. It is the examples of outstanding human achievement that captured me throughout this book.

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