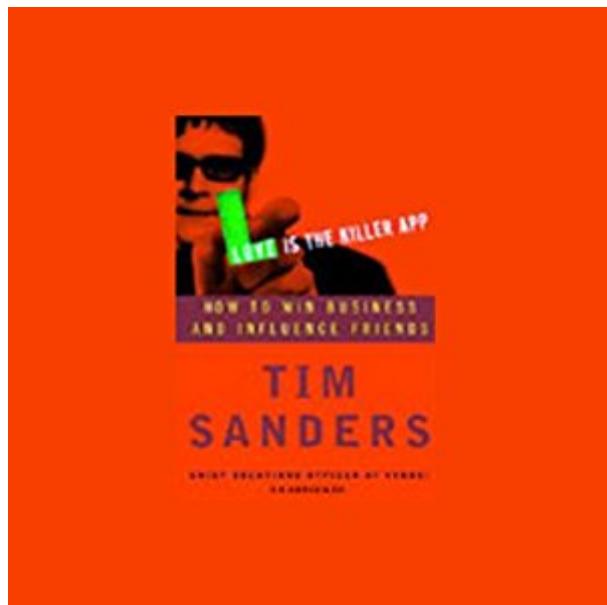


The book was found

Love Is The Killer App: How To Win Business And Influence Friends



Synopsis

Are you wondering what the next killer app will be? Do you want to know how you can maintain and add to your value during these rapidly changing times? Are you wondering how the word love can even be used in the context of business? Instead of wondering, listen to this audiobook and find out how to become a lovecat - a nice, smart person who succeeds in business and in life. How do you become a lovecat? By sharing your intangibles. By that Tim Sanders means: Your knowledge: everything that comes from all the books that he'll encourage you to devour. Your network: the collection of friends and contacts you now have, which he'll teach you how to grow and nurture. Your compassion: that human warmth you already possess - Sanders will convince you that you can show it freely at the office. What happens when you do all this? You become a rich source of information to all around you. You are seen as a person with valuable insight. You are perceived as generous to a fault, producing surprise and delight. You double your business intelligence in one year. You triple your network of personal relationships in two years. You quadruple the number of colleagues in your life who love you like family. In short, you become one of those amazing, outstanding people to whom everyone turns, who leads rather than follows, who never runs out of ideas, contacts, or friendship. Here's the real scoop: Nice guys don't finish last. They rule!

Book Information

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Customer Reviews

Somewhere along the line, I decided I didn't want to be a big shot. I didn't want to bulldoze coworkers and employees. I didn't want to climb the corporate ladder at the expense of others. I

didn't want to abuse people the way I'd been ill-treated by certain employers. Human values seemed more important. I wanted to treat my customers, employees, coworkers and bosses with respect and--dare I say it?--love. I'll forever be grateful to whoever steered me in this direction--for I soon found that work was much more fulfilling and fruitful when I cared for those with whom I worked. According to Tim Sanders, author of *Love is the Killer App: How to Win Business and Influence Friends*, that makes me a "lovecat." And you can be one too. That's the thrust of this delightful little book by Sanders, Chief Solutions officer at Yahoo!. Pointing to the great social changes of our time, Sanders sees love as the killer way to add value to our business and personal lives. Happily for his readers, Sanders sees "business love" in clear, behavioral terms. No fuzzy-wuzzy, feel-good exhortations here. Sanders gets right down to business: Bizlove, he says, is "the act of intelligently and sensibly sharing your intangibles with your bizpartners." And what are those intangibles? I'm glad you asked, my friend: Our KNOWLEDGE, everything we've learned and everything we continue to learn. Sanders says we learn most from books--and he advocates reading as many as possible. (I must love him!) But it's not just reading. We're encouraged to mark up our books in ways that help us grab their "Big Thoughts" so we can add value to our work and that of others. To Sanders, information is meant to be shared with as many people as possible.

A great book full of practical wisdom, and a strange title. So, what is a "killer app" anyway? According to Tim, it is defined as "an excellent new idea that either supersedes an existing idea or establishes a new category in its field". (Page 11). This is an important definition, because taken in the context above, Tim is saying that "love" applied in a business setting can essentially transform your work, your success, and most importantly you, and in that way supersedes the current ego-centric world of business. Tim uses countless examples to show that tomorrow's value in the business world will be about "fuzzy intangibles" that add value to your customers and company. In fact, when reading this book there are so many examples about "how to" do things that will increase your success, it would be easy to think it's just another self help book. For example, he discusses the importance of Knowledge, Network, and Compassion in our relationships, as his main themes. As good these ideas are, they miss the point if taken as self help guidelines. The main point here is that love is not selfish. The thread he weaves throughout the book is a message about caring for others, not with the expectation of getting something in return, but because it is the right thing to do and will make a difference to them. It is the "pay it forward" philosophy in action. Now, there is no doubt that often the impact comes back in a positive way through a network contact or returned favor, and he cites many examples of how his own success was based on these. But even when

there is nothing in it for you, care for others anyway. When others are in no position to do anything for you, care for them and give to them anyway. That is how radical this book is.

In "Love is the Killer App" Tim Sanders, high tech new economist, marketer, and author, evangelizes his big thought (term from the book for a one sentence summary; see also "elevator speech") that nice guys and gals can finish first if they effectively and enthusiastically use their intangibles: Knowledge, Network, and Compassion. His key points include: studying books vs. just reading them, and making notes so that a book's insights are readily available later (Notes on the front inside cover; Quotes on the back). Sanders' also explains that every person we meet is a potential node in our network, and successful folks seek beneficial connections for the people within their network just for the sake of helping as opposed to personal gain. Sanders also explains that compassion can and should be extended to business relationships. Encouraging others, listening and demonstrating you care for those you come in contact with is an end in itself, and you will soon find the encouragement and caring coming back to you. I rated this book 4 instead of 5 stars because being super-nice in a business context taken to an extreme can get you creamed. What could possibly be nicer than giving your goods and services away? Sound ridiculous? It does, but just check out the feedback from your customer contact folks when you announce a necessary price increase. Sander's addresses the doormat syndrome by saying that Lovecats (the title Sander's confers on those who maximize their intangibles) are not Dumbcats. He encourages us to be nice and smart, but I found his explanation in this area vague. Where does nice stop and smart start? I suppose somewhere near the dividing line between cost and profit. I wish the author had given us a little more here.

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