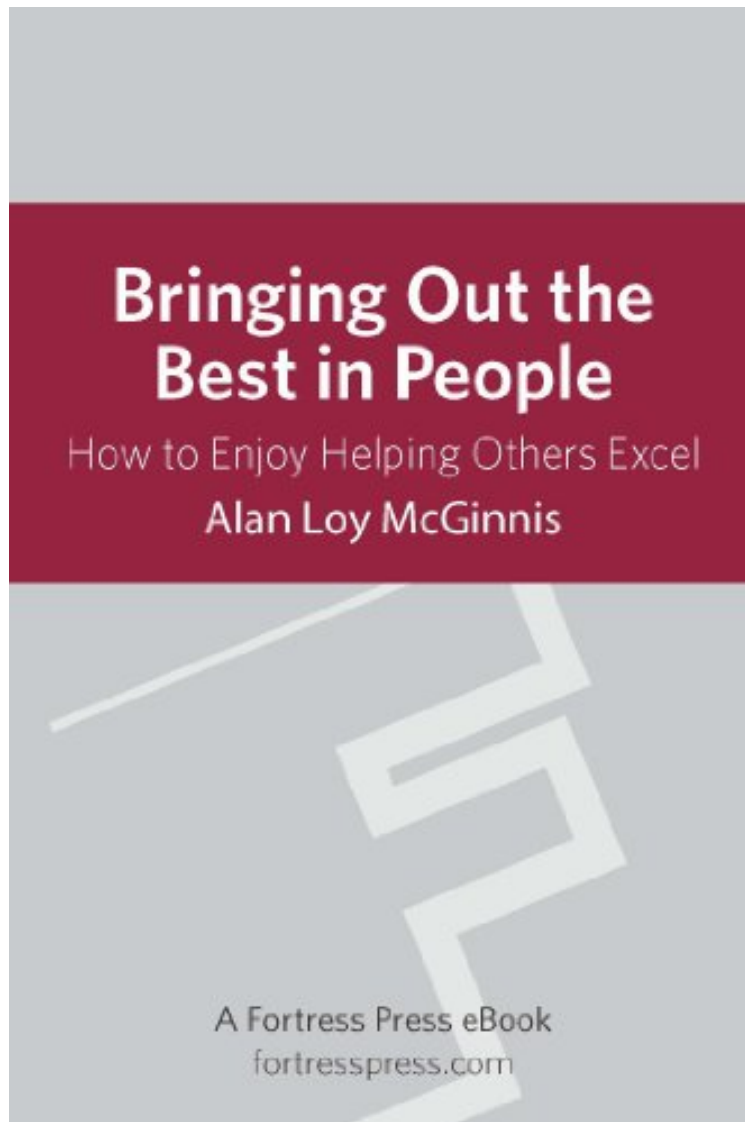


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Alan Loy McGinnis

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insight into the human condition and the field of battle into which the leader enters. The dynamics are simply and directly applied to anyone's context and I enjoy the raw absence of contemporary psychological jargon and perspectives. Just bought this for a young friend of mine stepping into his first real leadership role, I look forward to seeing his emphasis shift from himself to the success of others. I trust that my hope is that which was also McGinnis' goal when he wrote this book. 1 of 1 people found the following review helpful. ... for over 30 years and this book is the best I have found for empowering others to build their ... By Customer I have worked in Direct Sales for over 30 years and this book is the best I have found for empowering others to build their own success. It opens your mind to new ways of thinking how to help others

Alan Loy McGinnis, author of the best-selling book *The Friendship Factor*, studied the great leaders throughout history, the most effective organization, and many prominent psychologists to discover their motivational secrets. There are actually a small number of principles used by good motivators, and the best leaders were using them long before psychology had a name. Fascinating case studies and anecdotes about Lee Iacocca, Sandra Day O'Connor, and many others show how you can put 12 key principles to work in your family or organization. Whether you are a parent, executive, teacher, or friend, you can gain the satisfaction that comes from *Bringing the Best Out in People*.

About the Author Alan Loy McGinnis (1933–2005) was a best-selling author, family therapist, business consultant, and popular speaker. After a twenty year career as a minister, he became a counselor and co-founded the Valley Counseling Center in Glendale, CA. In the 1970s, he began researching friendship and authored *The Friendship Factor*, published by Augsburg Fortress in 1979 and revised in 2004. A popular speaker, he also authored more than fifty articles and several more books, including *Bringing Out the Best in People*, *Confidence*, and *The Balanced Life*, all published by Augsburg Fortress.