

The Daily Carrot Principle: 365 Ways to Enhance Your Career and Life

Adrian Gostick, Chester Elton
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New York Times bestselling authors of *The Carrot Principle*

THE DAILY CARROT PRINCIPLE


365 Ways to Enhance
Your Career & Life



Adrian Gostick
and **Chester Elton**



WITH SCOTT CHRISTOPHER, ANDREA GAPPMAYER AND CHRIS KENDRICK

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Adrian Gostick, Chester Elton : The Daily Carrot Principle: 365 Ways to Enhance Your Career and Life
before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Daily Carrot Principle: 365 Ways to Enhance Your Career and Life:

0 of 0 people found the following review helpful. Five Stars
By F. Freeman
This is an excellent and well written book. It gives practical guidance for each day.
0 of 0 people found the following review helpful. Carrot Principle Daily Notes
By Customer
I really enjoy reading the daily principles offered in this book. I have used them at work on multiple occasions to give our managers some guidance in boosting morale at the office.
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review helpful. Nice book
By C. Conyers
A co-worker told me about this book. I find it has some really nice suggestions. It seems to be more geared towards managers as opposed to how to enhance your career, but the information is interesting and for the most part, helpful.

From the authors of the smash bestseller *The Carrot Principle* comes an inspiring and lively page-a-day guide to harnessing the remarkable power of the carrot—taking yourself and your team to new heights of success in work and life. Based on their twenty years of experience teaching leaders at Fortune 100 companies, as well as one of the largest research studies ever conducted on workplace satisfaction, Gostick and Elton share a wealth of wisdom about simple but amazingly effective ways to boost your productivity and work satisfaction by setting clear goals, communicating effectively, building trust, and offering recognition in ways that make others feel appreciated and motivated. Each engaging page of *The Daily Carrot Principle* features a core kernel of wisdom, enlivened by thoughtful and witty quotes from the likes of Thomas Edison, Rosabeth Moss Kanter, Jim Collins, and Oprah Winfrey, plus a bonanza of insights from standout managers and employees the authors have studied. An easy-to-implement "carrot action" ends each page, providing the simple steps to begin applying this wealth of wisdom immediately. Whether you are a business leader, team member, student, mom or dad, or anyone hoping to achieve more in your life, this book will be an inspiring and practical guide to unleashing your hidden potential and leading a richer life.

“The undisputed thought leaders in employee motivation.” - John Mullen, Global CEO, DHL Express
About the Author
Adrian Gostick is then
New York Times bestselling coauthor of *The Best Team Wins*, *The Carrot Principle*, and *All In*, which are sold in more than fifty countries around the world. He is a founder of the global training firm *The Culture Works*, with a focus in culture, teamwork, and employee motivation. Learn more at TheCultureWorks.com or CarrotGuys.com.
Chester Elton is coauthor of *The Best Team Wins*, *The Carrot Principle*, and *All In*, a popular lecturer, and an influential voice in global workplace trends. He is a founder of *The Culture Works* and advises the leadership teams of numerous Fortune 500 firms on cultural and teamwork issues. Learn more at TheCultureWorks.com or CarrotGuys.com.