



The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success

Dr. Tony Alessandra, Dr. Michael O'Connor

[Download now](#)

[Read Online](#) 

[Click here](#) if your download doesn't start automatically

The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success

Dr. Tony Alessandra, Dr. Michael O'Connor

The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success Dr. Tony Alessandra, Dr. Michael O'Connor

That's an old and honorable sentiment. A lot of good has been done in the world by people practicing The Golden Rule. As a guide to personal values, it can be a powerful force for honesty and compassion. But as a yardstick for communication, The Golden Rule has a downside.

If applied verbatim, it can backfire and actually cause personality conflicts. Why? Because following The Golden Rule literally treating people the way you'd like to be treated means dealing with others from your own perspective. It implies that we're all alike, that what I want and need is exactly what you want and need. But of course we're not all alike. And treating others that way can mean turning off those who have different needs, desires, and hopes.

Instead, we suggest honoring the real intent of The Golden Rule by modifying that ancient axiom just a bit. We think the key to lasting success in business, and the secret to better relationships, is to apply what we call The Platinum Rule: "Do unto others as they'd like done unto them."

That means, in short, learning to really understand other people and then handling them in a way that's best for them, not just for us. It means taking the time to figure out the people around us, and then adjusting our behavior to make them more comfortable. It means using our knowledge and our tact to try to put others at ease. That, we suggest, is the true spirit of The Golden Rule. So The Platinum Rule isn't at odds with The Golden Rule. Instead, you might say it's a newer, more diversity-sensitive version.

 [Download The Platinum Rule: Discover the Four Basic Business Per ...pdf](#)

 [Read Online The Platinum Rule: Discover the Four Basic Business P ...pdf](#)

Download and Read Free Online The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success Dr. Tony Alessandra, Dr. Michael O'Connor

Download and Read Free Online The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success Dr. Tony Alessandra, Dr. Michael O'Connor

From reader reviews:

Debra Lovern:

This The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success book is absolutely not ordinary book, you have it then the world is in your hands. The benefit you receive by reading this book is usually information inside this book incredible fresh, you will get details which is getting deeper you actually read a lot of information you will get. This kind of The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success without we realize teach the one who reading it become critical in thinking and analyzing. Don't become worry The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success can bring whenever you are and not make your carrier space or bookshelves' turn out to be full because you can have it inside your lovely laptop even mobile phone. This The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success having very good arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

Maria Huffman:

This The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success is great book for you because the content and that is full of information for you who all always deal with world and have to make decision every minute. This particular book reveal it data accurately using great manage word or we can say no rambling sentences inside. So if you are read this hurriedly you can have whole facts in it. Doesn't mean it only will give you straight forward sentences but challenging core information with wonderful delivering sentences. Having The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success in your hand like getting the world in your arm, information in it is not ridiculous just one. We can say that no guide that offer you world within ten or fifteen second right but this guide already do that. So , this really is good reading book. Heya Mr. and Mrs. active do you still doubt this?

Robert Russell:

Reading a book to be new life style in this season; every people loves to examine a book. When you read a book you can get a lot of benefit. When you read publications, you can improve your knowledge, mainly because book has a lot of information onto it. The information that you will get depend on what forms of book that you have read. If you wish to get information about your research, you can read education books, but if you act like you want to entertain yourself you can read a fiction books, these us novel, comics, and also soon. The The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success provide you with new experience in reading a book.

Patricia Hooper:

A number of people said that they feel fed up when they reading a book. They are directly felt it when they

get a half elements of the book. You can choose the actual book *The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success* to make your personal reading is interesting. Your own skill of reading skill is developing when you similar to reading. Try to choose easy book to make you enjoy to read it and mingle the opinion about book and reading through especially. It is to be 1st opinion for you to like to available a book and read it. Beside that the guide *The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success* can to be your friend when you're experience alone and confuse in doing what must you're doing of that time.

**Download and Read Online *The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success* Dr. Tony Alessandra, Dr. Michael O'Connor
#YIPZ0D4BACM**

Read The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success by Dr. Tony Alessandra, Dr. Michael O'Connor for online ebook

The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success by Dr. Tony Alessandra, Dr. Michael O'Connor Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success by Dr. Tony Alessandra, Dr. Michael O'Connor books to read online.

Online The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success by Dr. Tony Alessandra, Dr. Michael O'Connor ebook PDF download

The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success by Dr. Tony Alessandra, Dr. Michael O'Connor Doc

The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success by Dr. Tony Alessandra, Dr. Michael O'Connor Mobipocket

The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success by Dr. Tony Alessandra, Dr. Michael O'Connor EPub

The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success by Dr. Tony Alessandra, Dr. Michael O'Connor Ebook online

The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success by Dr. Tony Alessandra, Dr. Michael O'Connor Ebook PDF