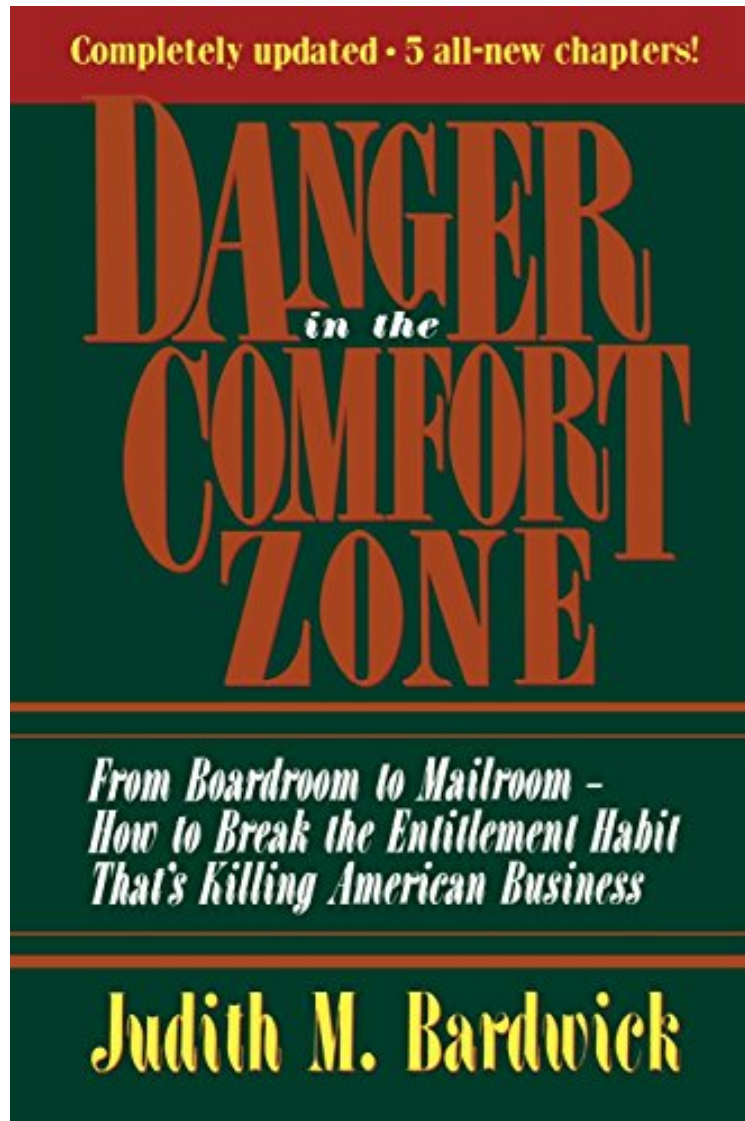


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Danger in the Comfort Zone: From Boardroom to Mailroom -- How to Break the Entitlement Habit That's Killing American Business

Judith M. BARDWICK

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0 of 0 people found the following review helpful. Five StarsBy SoCal CustomerBrilliantly insightful and to the point.0 of 0 people found the following review helpful. A must read!!!!By BrandiThis book hits the nail on the head describing the culture of entitlement in my workplace. Dr. Bardwick gives clear insights and ideas to help your managers clearly understand how to move from entitlement to earning. We will definitely apply concepts from this book!0 of 0 people found the following review helpful. Great read with a LOT of type OsBy njyoungThis book was great. It contained relevant information that causes the reader to think. For my organization the theme was very applicable and practical. I recommend this book to all readers who find themselves employed in organizations that have been successful for years but that struggle to find out why what they have always done isn't working anymore. I can't believe how many grammatical and punctuation errors are still contained in this book though. Especially since it is on it's 5th or so revision.

Danger in the Comfort Zone examines the phenomenon of the "entitlement" mentality in the American workforce -- people's preoccupation with their rewards rather than their responsibilities. Bardwick describes three basic mindsets and shows the effect of each on individuals and their organizations:* Entitlement -- people feel entitled to rewards and lethargic about having to earn them; motivation and job satisfaction are low* Fear -- people are paralyzed; the threat of layoffs makes them focus on protecting their jobs rather than doing them well* Earning -- people are energized by challenge; they know their accomplishments will be noticed -- and rewardedIn this paperback edition, Bardwick points out that although the "fear" element has undoubtedly grown in the last few years, the entitlement attitude is still firmly entrenched at all levels. She offers additional chapters with new, specific techniques for pulling people out of the quagmire of fear and complacency, and igniting them with the energy of true earning.

About the Author JUDITH M. BARDWICK, Ph.D. (La Jolla, CA) is a management consultant whose clients include IBM, Eastman Kodak, Monsanto, Exxon, and ATT. She is a clinical professor of psychiatry at the University of California, San Diego. Dr. Bardwick is the acclaimed author of *The Plateauing Trap*, *The Psychology of Women*, and *In Transition*.