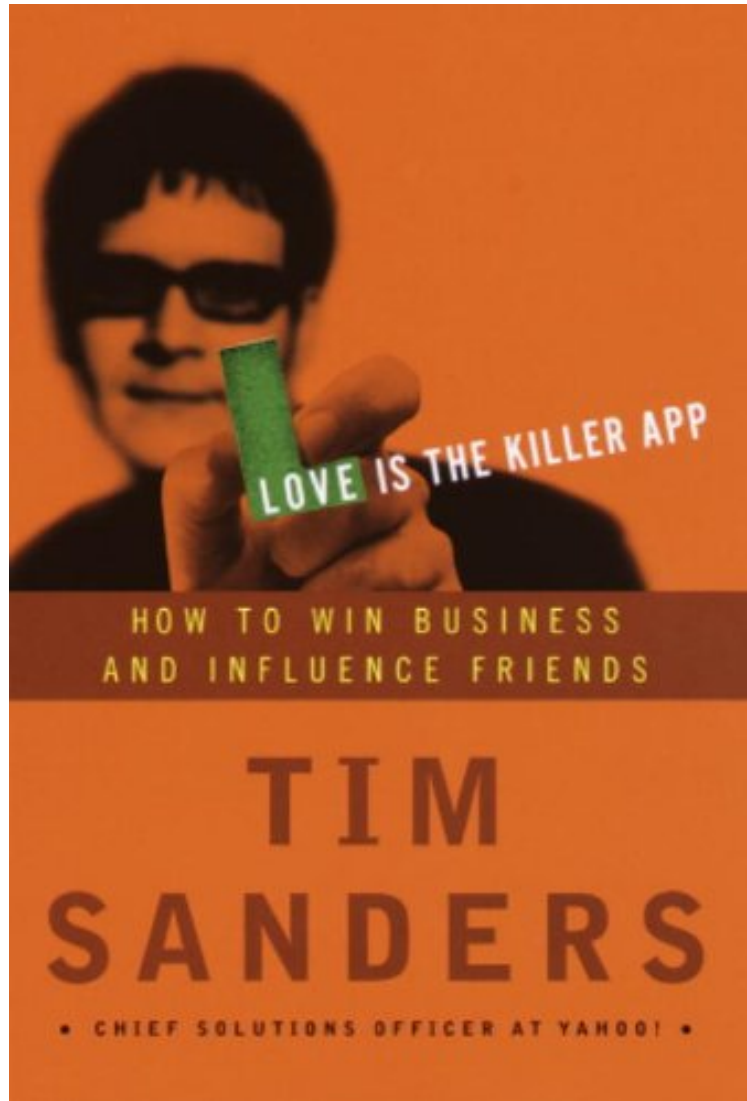


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## Love Is the Killer App: How to Win Business and Influence Friends

*Tim Sanders, Gene Stone*

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**Tim Sanders, Gene Stone : Love Is the Killer App: How to Win Business and Influence Friends** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Love Is the Killer App: How to Win Business and Influence Friends:

1 of 1 people found the following review helpful. Killer!By KathyLWLove is the Killer App is a fantastic read! I loved how it spoke to me. I am a lovecat by nature and now I know how to deepen that natural tendency and grow personally and help others along the way. So much meat to digest that I plan on reading it again immediately. I would recommend this book to any bizpeeps out there who want to grow their sphere of influence. It was a terrific book. It1 of 1 people found the following review helpful. Love is the Killer AppBy Robert T. HessI know the title is odd, and

this would not be a book I would pick up off the shelf either, but I was compelled to read it when the book was referenced multiple times while I was reading, *Firms of Endearment*. In this little volume, Tim Sanders describes what he calls, the "lovecat way" of doing business. A lovecat is simply someone who is truly invested in the success of others. It is not a "me-first, bottom line rules" way of operating, which is a definite shift from the prominent business model of the 20th century. In his method, there are three ways you can be a lovecat: share your knowledge, share your network, and share your compassion. As Sanders describes specific ways you can do each of things, I was most impressed by his passionate plea to read continuously and share what you read with others. Seems simple enough, but in reality, very few people are reading non-fiction books about their profession, and those that do will eventually become leaders--because they will be the ones learning and growing the most. Being able to freely share what you are learning with others is the lovecat way, and doing so will help others to be successful. Educators must break free from our silo traditions. Though this is purely a business book, Sander's method of looking for ways to give and support others definitely has education application written all over it. In the end, I think he is right. Love is the killer app--the one thing that will make the biggest difference in our students and schools, especially if we define love as the ability to relentlessly meet the needs of the students in our care and support the adults who are doing this noble work. 0 of 0 people found the following review helpful. Worth the read to be a better leader By Jason White Good book with lots of application to business and management. You have to love to lead is the basic theme backed with numerous examples of how it works. I would recommend the book to anyone in a leadership position and promise you will find areas to help you improve.

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, read this book 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 I mean: Your knowledge: everything that comes from all the books that I encourage you to devour. Your network: the collection of friends and contacts you now have, which I teach you how to grow and nurture. Your compassion: that human warmth you already possess--in these pages I 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! From the Hardcover edition.

.com Is love really all you need? Tim Sanders, director of Yahoo's in-house think tank, believes love is the crucial element in the search for personal and professional success. In *Love Is the Killer App* he explains why. Sander's advice is to be a "lovecat," which despite the cutesy moniker is his sincere and surprisingly practical prescription for advancement both inside and outside the office. It starts with amassing as much usable knowledge as possible, which he explains can be done by religiously carving out time to read and then poring through as many cutting-edge books in your field as possible. It follows with an emphasis on networking to the extreme. Sanders offers concrete suggestions, from compiling a super list of contacts to ensuring all are regularly stored in an always-accessible format. And he concludes by advocating a true mindset of compassion, which he says involves sharing this knowledge with those contacts and ultimately helping anyone who in one way or another may ultimately help you. Through identifiable anecdotes and specific recommendations, the book promotes an undeniably feasible yet decidedly offbeat program that has worked for the author and could prove equally favorable for others who apply it. --Howard Rothman From Publishers Weekly Remember when the online biz was the playground of the business world? Yahoo! exec Sanders does, and with a vengeful nostalgia. In his almost dementedly excited book on how to get ahead in business by being loveable and smart, Sanders beats the drum of the New Economy louder and more happily than just about anyone out there. The "Big Statement" here Sanders is a proponent of reading as much as possible and boiling it down to an essential Big Statement is that a kill-or-be-killed mentality won't get you far in today's business environment. Better to spread love, by connecting with people, giving out advice, using every available moment to increase your knowledge and being a "lovecat." It's hard not to get swept up by the rose-colored glow of this gleaming "bizlove" philosophy, where people are excited to come to work and where they give out hugs and encouragement to everyone they come across. But being a lovecat, Sanders emphasizes, does not mean being a sucker. Naturally, as with most hype, the relentlessly upbeat narrative leads to some ridiculous overgeneralizations, like "during the Depression people worried about survival. Today the affluent worry about whether or not they are going to have a good experience." Sanders also vastly overestimates the availability of choice in today's job market, saying that if your boss isn't reciprocating your love, just get a new job ("A fresh start is a mouse click away"). These lapses aside, he is convincing. Cynics will argue that a sheep in a pack of wolves will simply be eaten, but a sheep armed with Sanders's brand of intelligent enthusiasm

will more likely charm the wolves into submission. Copyright 2002 Cahners Business Information, Inc. 'This is not an "easy" book. It is a genuine original. It will-should-must change your life. I know Tim Sanders - and he and this book are for real. Believe it. And become a (wildly successful) "lovecat."' - Tom Peters, author of IN SEARCH OF EXCELLENCE and the REINVENTING WORK series 'Aretha Franklin knew the secret: RESPECT. Tim Sanders knows how to spin it. In business, you get ahead by helping other people get what they want - it's simple, it's obvious, but it's so easy to forget. Love is the Killer App reminds us that maybe...looking out for no.1 is not the way to get ahead.' - Seth Godin, author of PERMISSION MARKETING and UNLEASHING THE IDEA VIRUS 'Tim Sanders shows us that being a "lovecat" is a great business strategy and I whole-heartedly agree. This book teaches us the value of relationships in the workplace, and it's rich with practical, effective strategies for enhancing and developing them.' - Philip C. McGraw, Ph.D., author of LIFE STRATEGIES: Doing what works, doing what matters 'Tim Sanders' fresh new look at what truly drives the business world should spark a new trend in offices and corporations around the country. Instead of focusing on technology as the driver of success, this dot-com executive looks at people. He celebrates an inquisitive, compassionate spirit, and has a simple, powerful message that should resonate in every corner of our work and personal lives.' - Faith Popcorn, Founder of BrainReserve, Inc., author of EVEolution