

Success Built to Last: Creating a Life that Matters

By Jerry Porras, Stewart Emery, Mark Thompson

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Chosen by *BusinessWeek* as one of the top 5 books of 2006 in careers. Read the full story at businessweek.com.

Imagine discovering what successful people have in common, distilling it into a set of simple practices, and using them to transform your life and work. Authored by three legends in leadership and self-help — including *Built to Last* co-author Jerry Porras — it challenges conventional wisdom at every step. *Success Built to Last* draws on face-to-face, unscripted conversations with hundreds of remarkable human beings from around the world. Meet billionaires, CEOs, presidents of nations, Nobel laureates and celebrities — the rich, the famous and the unknown. Meet unsung heroes who've achieved lasting impact without obvious power or charisma. Famous or not, most started out ordinary. Discover how successful people "harvest" their strengths and their weaknesses, their victories and their surprising failures. Discover how you can find meaning in your life and work just as they did and summon the courage to follow your passions. Above all, see how they've sustained success *for decades* and you can too.

Foreword by Senator John McCain

Acknowledgements

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Chapter 2: Love it or Lose—Passions and the Quest for Meaning

Chapter 3: Portfolio of Passions—It's Not About Balance

Chapter 4: Why Successful People Stay Successful—Integrity to Meaning

Part II: ThoughtStyles—Extreme Makeovers Start in Your Head

Chapter 5: The Silent Scream—Why It's So Damn Hard to Do What Matters

Chapter 6: The Cause Has Charisma—You Don't Have to Be Charismatic to Be

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Chapter 7: The *Tripping* Point—Always Make New Mistakes

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Editorial Review

Amazon.com Review

A Note from Sir Richard Branson

Richard Branson is best known for his successful *Virgin* brand, encompassing everything from a record label, a chain of music retail stores, Virgin Atlantic Airlines, and more. In September, 2006, Branson agreed to donate \$3 billion to fight global warming.



"There is no greater thing you can do with your life and your work than follow your passions—in a way that serves the world and you. In this book you will learn from unknown and famous people—inspiring leaders like Nelson Mandela and entrepreneur Michael Dell—along with schoolteachers, scientists, community workers, athletes, artists, Nobel laureates and the Presidents of nations.

"From Bono and Quincy Jones to Maya Angelou and The Dalai Lama, they all challenged themselves to do more, be more and give back more than even they thought possible.

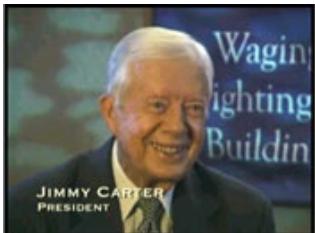
Everyone wants success, but you can do better than that. This is an extraordinary book that finally reveals a meaningful 'secret formula' for success based on the lives of remarkable people."

Lessons of Lasting Success

Watch video of co-author Mark Thompson as he interviews figures featured in *Success Built to Last*.



**Sir Richard Branson,
Virgin Group**



President Jimmy Carter



**Herb Kelleher, Southwest
Airlines**



Senator John McCain

From Publishers Weekly

Porras, who co-wrote the original *Built to Last*, teams with successful life coaching company co-founder Emery and top executive coach Thompson, to interview 300 successful people, tagged "builders," to uncover the secrets of their winning life journeys. Though there's a good deal of wisdom here (for example, when faced with failure, builders "let it go not because they're in denial, but because they must keep focused on what they're building"), the book does not skimp on the platitudes ("losers call it failure; winners call it learning"). The early portion of the book overdoes the authors' excitement about the range and depth of the interviews, setting the reader up for disappointment in the long, less-than-profound stretches. The high

volume of contributions, however—from Nelson Mandela, Jimmy Carter, Maya Angelou, Jack Welch, Stephen Jobs and a host of other well-known and lesser-known achievers—makes this book better suited for picking and choosing than reading cover-to-cover. Segmented into presentations on meaning, "ThoughtStyles" and action, lessons depend largely on common sense, a willingness to accept responsibility, and the idea that "pain or passion will make you good enough; but pain plus passion will point you to greatness."

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Review

"The wisdom of great leaders about sustaining success and having a fulfilling life at the same time. They show readers how to pursue their passions and achieve success beyond their wildest dreams, while staying true to who they are. A must read!"—**Bill George, former Chair & CEO, Medtronic, author of *Authentic Leadership***

"There is nothing more important you can do than create a life that matters for you and your family. That is the only way to achieve Success Built to Last. As a leader and a parent, you've got to read this book and then give it to the teens in your family!"—**Greg Foster, President, IMAX Films**

"John Deere himself said 'I will not put my name on a product that does not have the best in it that is in me.' Imagine using that same standard in your personal life and career. When you commit yourself to excellence that would make you proud to put your name on everything you do, then you will have Success Built to Last."—**Robert Lane, Chairman & CEO, John Deere & Co., Inc.**

Users Review

From reader reviews:

William Bellard:

Why don't make it to be your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite publication and reading a reserve. Beside you can solve your short lived problem; you can add your knowledge by the guide entitled Success Built to Last: Creating a Life that Matters. Try to face the book Success Built to Last: Creating a Life that Matters as your friend. It means that it can to be your friend when you truly feel alone and beside that of course make you smarter than in the past. Yeah, it is very fortunate to suit your needs. The book makes you far more confidence because you can know anything by the book. So , we need to make new experience and also knowledge with this book.

Maureen Daniels:

As people who live in the particular modest era should be up-date about what going on or facts even knowledge to make all of them keep up with the era that is certainly always change and move ahead. Some of you maybe can update themselves by looking at books. It is a good choice for you personally but the problems coming to a person is you don't know what kind you should start with. This Success Built to Last: Creating a Life that Matters is our recommendation so you keep up with the world. Why, since this book serves what you want and need in this era.

Jeffrey Dominguez:

Now a day folks who Living in the era wherever everything reachable by connect with the internet and the resources inside can be true or not involve people to be aware of each info they get. How individuals to be smart in obtaining any information nowadays? Of course the answer is reading a book. Looking at a book can help persons out of this uncertainty Information specifically this Success Built to Last: Creating a Life that Matters book as this book offers you rich info and knowledge. Of course the data in this book hundred pct guarantees there is no doubt in it you probably know this.

Mary Norman:

In this time globalization it is important to someone to obtain information. The information will make a professional understand the condition of the world. The condition of the world makes the information much easier to share. You can find a lot of references to get information example: internet, paper, book, and soon. You will observe that now, a lot of publisher that will print many kinds of book. Typically the book that recommended for your requirements is Success Built to Last: Creating a Life that Matters this reserve consist a lot of the information with the condition of this world now. This book was represented just how can the world has grown up. The words styles that writer value to explain it is easy to understand. The actual writer made some investigation when he makes this book. This is why this book acceptable all of you.

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