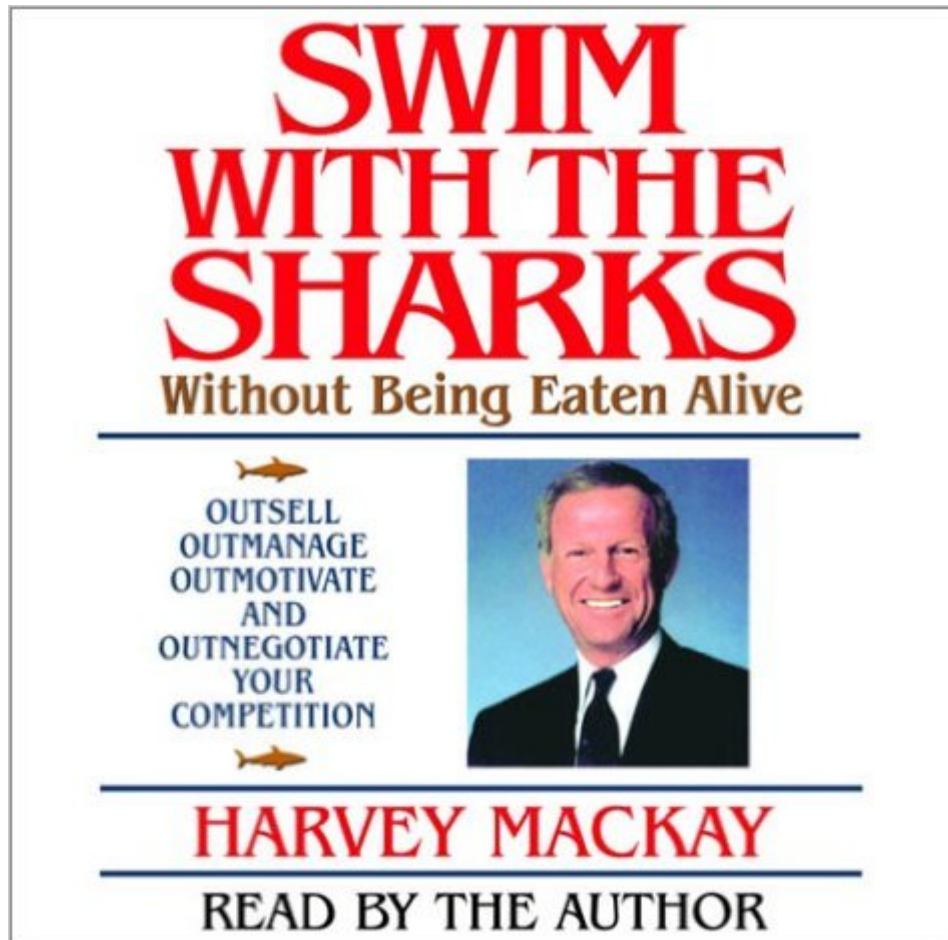


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# Swim With The Sharks: Without Being Eaten Alive



## Synopsis

This comprehensive course on salesmanship, negotiation and management teaches you how to outsell, outmanage, outmotivate and outnegotiate your competition. Swim With The Sharks has won praise from a remarkable and diverse following, including Governor Mario Cuomo of New York, Gloria Steinem and Ted Koppel. Harvey Mackay, the man who built a multi-million dollar international envelope manufacturing company, now shares his winning techniques for professional and personal success. He offers an agenda for achievement through a series of "lessons" featuring the Mackay 66 -- an in-depth customer profile designed to give you the edge -- and invaluable "quickies" on business and life -- "Make Your Decisions with Your Heart, and What You'll End Up with Is Heart Disease;" "How to Handle the Tough Prospect;" among many others. In the bestselling tradition of Tom Peters, Donald Trump and Mark McCormack, here is sound advice for anyone who wants to be a winner in any field. Swim With The Sharks is the new "success" bible by the man Fortune magazine called "Mr. Make-Things-Happen."

## Book Information

Audio CD

Publisher: Random House Audio; Abridged edition (January 7, 2003)

Language: English

ISBN-10: 0739302671

ISBN-13: 978-0739302675

Product Dimensions: 5.1 x 0.5 x 5.8 inches

Shipping Weight: 4.8 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â Â See all reviews Â (131 customer reviews)

Best Sellers Rank: #1,036,094 in Books (See Top 100 in Books) #61 in Â Books > Books on CD > Business > Sales #736 in Â Books > Books on CD > Business > General #1964 in Â Books > Books on CD > General

## Customer Reviews

Some worthy information about particular business issues are raised and noted, and for the most part this is an off-the-cuff soliloquy talk about how Harvey views business, and the world. There is nothing more amusing than some wealthy person in business who thinks they have the answers and the remedies for the rest of us. Written in the late 1980s, some of the attitudes presented towards hiring potential employees will become evident. All in all, this is an easy and quick-read. I read "Swim With The Sharks" front-to-back, however each chapter concerns a different topic, so

one does not have to read this book straight through from page 1 to the end. One thing I found a bit quirky were the consistent references to allegedly "successful" collegiate and professional sports coaches. I don't feel it's an appropriate analogy to commonly equate coaches with the situations outside of the sports world. The sports culture is often not applicable to making a business deal, dealing with corporate culture, and/or avoiding mistakes with people socially. The sports in itself is a microcosm of society, but a separate world within its own. Time and time again I would chuckle to myself as I would read a quote made by Vince Lombardi, some NBA coach, or read a personal anecdote from the now disgraced coach Lou Holtz. Having to read Yogi Berra's lobotomy-like quotes and philosophy was quite dull, and not very informative. Some helpful and practical information is the "66 question customer profile," as well as the "12P Competitor profile." I liked his noting (book written 1988) of how people who usually don't have money go out and buy a brand new "prestigious" car that depreciates.

This is a great book, whether you're an MBA or just someone trying to get an advantage in everyday life. Harvey Mackay's lessons are to be treasured--he was way ahead of the curve in the mid-1980s. It may be hard to appreciate this today because some of the advice isn't fresh anymore: we all have phones in our cars and we all use answering machines to screen calls and we all take notes on the run on little portable recorders. --Well, many of us do, at any rate. Hardly revolutionary advice anymore, but that's only because we listened to Harvey in the first place. Some of the chapters contain gold that will always be valuable, however. One of my favorites involves the phrase "Dusseldorf passes." I won't spoil it for the unread, but I will say the lesson from that chapter is one everyone should take with them through life. It will save you a lot of money and regret. And the Mackay hiring process. So thorough it seems to border on the absurd, but the more I work at various companies the more I wish all businesses were as picky about acquiring workers. Harvey shows you that even "lowly" positions such as the receptionist or secretary are among your company's most critical, for 99% of your customers will get their first impression of your company--and in some cases the \*only\* impression of your company--through this crucial individual. Yet many companies get some 18-year-old part-timer to answer the phones and file valuable company documents--\*and they're proud of this cost-cutting maneuver!\* They consider this smart management. Harvey explains why this is actually a very dumb move. He also shows you how to get "impossible" tickets to the big game and how to get a reservation at virtually any hotel, even ones that are "completely booked."

Mackay's book is not listed in "The Best Business Books ever"; however it is listed in "The 100 Best Business Books of All Time". As part of a research project called "The World of Best Business Books" I studied this "#1 New York Times Bestseller". Mackay presents himself as very experienced, street smart and successful. My impression: he is right. Key Mackay lessons:- Most business problems can be solved if you can teach yourself to look beyond the dollar signs. Business revolved around human beings. We're not all in it for the buck.- Knowing something about your customer is just as important as knowing everything about your product. I would add: know the most about your customer and respect him/her.- Once you attach your personality to a proposition, people start reacting to the personality and stop reacting to the proposition. I would add: your personality is always attached, make sure you present yourself attractively in harmony with your proposition.- Be well prepared to the "Tough Prospect" (see the famous McGraw-Hill advertising)- Keep your eye on your time, not on your watch.- If you don't have a destination, you'll never get there.- Believe in yourself, even when no one else does. I would add: research your JOHARI-Window.- There is no such thing as a sold-out house.- Little things don't mean a lot; they mean everything.- It isn't practice that makes perfect; you have to add one word: its perfect practice that makes perfect.- Knowing when not to work hard is as important as knowing when to.- Dig your well before you're thirsty.- Treat your own people the way you treat your customers. I would add: and understand the difference.

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