



The Power of Nice: How to Conquer the Business World with Kindness

Linda Kaplan Thaler, Robin Koval

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Linda Kaplan Thaler and Robin Koval have moved to the top of the advertising industry by following a simple but powerful philosophy: it pays to be nice. While so many companies encourage a dog-eat-dog mentality, The Kaplan Thaler Group has succeeded through chocolate and flowers.

In *The Power of Nice*, through their own experiences and the stories of other people and businesses, they demonstrate why, contrary to conventional wisdom, nice people finish first.

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