

## THE 8TH HABIT (From Effectiveness to Greatness)

The 8th Habit shows how to solve such common dilemmas as :

- People want peace of mind and good relationships, but also want to keep their listyle and habits.
- Relationships are built on trust, but most people think more in terms of “me”- my wants, my needs, my rights.
- Management wants more for less; employees want more of “what’s in it for me” for less time and effort.
- Businesses are run by the economic rules of the marketplace; organizations are run by the cultural rules of the workplace.
- Society operates by its dominant social values, mut must live the the consequences of the inviolable operation of natural laws and principles

Covey’s new book will transform the way we think about ourselves and our purpose in life, about our organizations, and about humankind. Just as The 7 Habits of Highly Effective People helped us focus on effectiveness, The 8th Habit shows us the way to greatness.

