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## ***The Power of Nice: How to Conquer the Business World with Kindness by Linda Kaplan Thaler and Robin Koval***

*A book review by Amy Atzert, SCLSNJ  
adult services librarian*

*With over twenty years of public library  
experience, Amy holds a bachelor's degree  
in mathematics education and a master's  
degree in library and information science.*

*As a long time librarian, Amy has most enjoyed teaching patrons the value libraries bring to  
communities.*



*The Power of Nice: How to Conquer the Business World with Kindness* by Linda Kaplan Thaler and Robin Koval is small in size, but big in importance. Written by two Manhattan advertising executives, this work insists that playing nice can bring the business person great success. I have often been called a "nice" person; it is the way I have always strived to live life. That being said, I will admit that I have had times in my professional life when I wondered if that "niceness" was perceived as weakness.

The authors argue that being nice is not the same as being naïve and that it does not mean blandly smiling at everything said and laying down to be a doormat. Nice actually means having the confidence that comes from knowing that placing other people's needs on the same level of your own will get you everything you want. Throughout the book, Thaler and Koval give many specific examples in their company's history that back up these claims. Their strategies include the power of positive impressions, sharing the wealth, removing your game face, expressing the yes, and shut up and listen, to name just a few.

Thaler and Koval set out to challenge the culture of survival of the fittest, which is common in the business world. You can succeed without being nice, but how will that affect your self-respect? How do you measure success in your professional behavior? Is it with self-centeredness and ruthless actions? If readers only take away one thing from the book, the authors hope it is the realization that there is untapped potential in even the smallest good deed. That potential can have a multiplier effect strong enough to change the world.

I think the authors created a work that can help the reader see how genuine niceness can change your business and your life. [SCLSNJ has multiple copies of this book available](#) for checkout, so come grab a copy today!