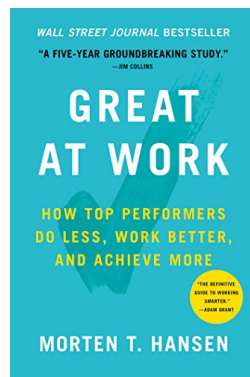


## IMPROVE YOUR PERFORMANCE AT WORK – BOOK REVIEW

As many people know I'm a voracious reader. In addition to the thrillers I read for escapism, my bookshelf, iBooks and Kindle, display books on business (certainly), spirituality, medicine, martial arts, eastern and western philosophy, creativity, biography and history, among many other genres. Many of you who know me well will often ask for book suggestions. Well, you need not ask this time. I'm here to recommend a book to you. I recently finished reading Great at Work by Morten Hansen. I came across his book while listening to an interview with him conducted by Brett McKay for his podcast, The Art of Manliness. I found the interviewing enlightening and so I purchased and devoured my copy of the book. I counsel you to do the same.



Great at Work is a book I wished I wrote. It captures and promotes work-smart practices (many that I have intuitively used throughout my successful marketing career) gleaned from a quantitative study of 5,000 people. Mr. Hansen's research and analyses are exhaustive, thoughtful and revealing, providing sound direction for how you can be great at work without having to work harder and/or longer. Here's the direction and proof you need to be great at work. After all, who wants to be average? Who wants to be mediocre? Who wants to be anything less than great? Obviously, you don't, that's why you read DISPATCHES and Marketing Matters. So, if you want to further bolster your individual performance (as measured by having impact), and contribution to the team, read Great at Work and put these work-smart practices to work to improve your performance and make great things happen for your brand and organization. I hope you will find it informative, thought provoking and transformative.