



The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success

Tony Alessandra, Michael J. O'Connor

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In this entertaining and thought-provoking book, Tony Alessandra and Michael O'Connor argue that the "Golden Rule" is not always the best way to approach people. Rather, they propose the Platinum Rule: "Do unto others as "they'd" like done unto them". In other words, find out what makes people tick and go from there.

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