



# WHAT GOT YOU HERE WON'T GET YOU THERE

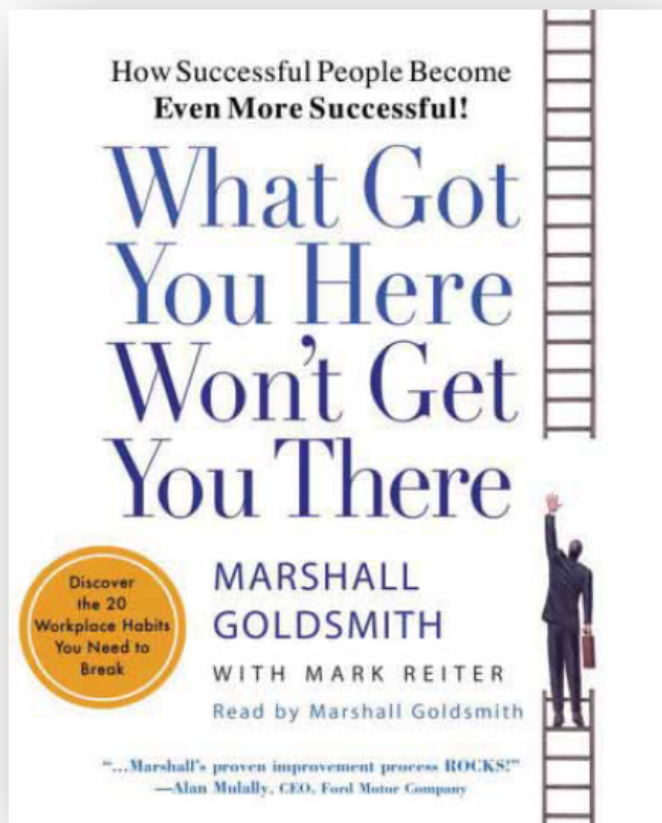
How successful people become even more successful

**Are** you an accomplished business executive? Have you found yourself climbing the ladder of success, only to stop a few rungs short of the top? Have you reached the top but feel like you are teetering on the edge, poised to fall off? In his new book, Dr. Marshall Goldsmith, an executive adviser who has worked with more than 140 major CEOs and their management teams for more than 20 years, reveals his secrets on how to overcome the challenges that keep successful CEOs and business executives from reaching their full potential as individuals in their companies.

*What Got You Here Won't Get You There* is a book for corporate executives driven to excel. These men and women are talented and hard-working, using their intelligence, business savvy and personable skills to achieve their positions in upper-level management and add to their companies' accomplishments. So, why do so many of these successful careers become stagnant, and how can future achievement be continued? As Goldsmith reveals, often the key lies within the small "transactional flaws," or personal characteristics that an executive may have, which grow into the negative perceptions that prevent an executive from realizing his or her own potential or the potential of the company as a whole.

Employing a jargon-free, upbeat writing style, Goldsmith will leave you inspired and chuckling to yourself with his abrupt sense of humor and straightforward manner. Using a step-by-step individual coaching method, *What Got You Here Won't Get You There* leads its reader through a thorough personal analysis and reevaluation and provides encouragement and advice on how to remain consistent and accountable in the process of changing the subtle nuances that hold professionals back.

Goldsmith is a leader in his field, and those who utilize him pay hundreds of thousands of dollars for the privilege. Readers can follow in the footsteps of his clients and improve their business management for an incredibly small fraction of the price by



using *What Got You Here Won't Get You There*. If you are a driven business executive who has found success in the past but aren't sure where or how to go up from here, *What Got You Here Won't Get You There* will guide you through the process in easy-to-follow steps and humorous writing that will leave you turning the pages and wanting more.

By Tasha Cerny, Staff Writer