

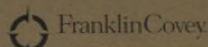
15 MILLION COPIES SOLD!
20 YEARS AN INTERNATIONAL BESTSELLER!

The 7 Habits of Highly Effective People is recognized as one of the most influential books ever written. In this seminal work, Stephen R. Covey presents a holistic, integrated, principle-centred approach for solving personal and professional problems. With penetrating insights and pointed anecdotes, Covey reveals a step-by-step framework for living and working based on fundamental principles or natural laws, giving us the security to adapt to change, and the wisdom and power to take advantage of the opportunities that change creates. Translated into thirty-four languages and with phenomenal sales, *The 7 Habits of Highly Effective People* has been the key to the success of legions of individuals, business leaders and organizations the world over.

‘Fundamentals are the key to success. Stephen R. Covey is a master of them. Buy his book, but most importantly, use it!’

ANTHONY ROBBINS, author of *UNLIMITED POWER*

DR STEPHEN R. COVEY is co-founder/vice-chairman of the FranklinCovey Company, a leading global professional services firm. FranklinCovey offers learning solutions and performance solutions to assist professionals and organizations in achieving sustained superior performance through individual effectiveness, enduring leadership capability, and the ability to focus and execute on what matters most. Dr Covey is an internationally respected leadership authority, family expert, teacher, and organizational consultant. He has made teaching principle-centred living and principle-centred leadership his life's work.



Another book from Frank
Principle-Centred Leadership, The

502494

A EMG 26.07.2018

KNIHY DOBROVSKÝ Brno Joštova

T08436

7 Habbits of Highly Effective

Běžná cena: **269 Kč**

Cover design:
S&S Art Dept/David Mann

Simon & Schuster UK

BUSINESS

£8.99

www.simonandschuster.co.uk

ISBN 978-1-41650-249-4



9 781416 502494

FOREWORD	7	
PART ONE:	PARADIGMS AND PRINCIPLES	13
	Inside-Out	15
	The Seven Habits—An Overview	46
PART TWO:	PRIVATE VICTORY	63
HABIT 1	Be Proactive	65
	Principles of Personal Vision	
HABIT 2	Begin with the End in Mind	95
	Principles of personal Leadership	
HABIT 3	Put First Things First	145
	Principles of Personal Management	
PART THREE:	PUBLIC VICTORY	183
	Paradigms of Interdependence	185
HABIT 4	Think Win/Win	204
	Principles of Interpersonal Leadership	
HABIT 5	Seek First to Understand, Then to Be Understood	235
	Principles of Empathetic Communication	
HABIT 6	Synergize	261
	Principles of Creative Cooperation	
PART FOUR:	RENEWAL	285
HABIT 7	Sharpen the Saw	287
	Principles of Balanced Self-Renewal	
	Inside-Out Again	309
AFTERWORD	321	

6 CONTENTS

APPENDIX A:	Possible Perceptions Flowing out of Various Centers	333
APPENDIX B:	A Quadrant II Day at the Office	343
PROBLEM/OPPORTUNITY INDEX		353
INDEX		360