



The Power of Small: Why Little Things Make All the Difference

By Linda Kaplan Thaler, Robin Koval

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The authors of the national bestseller **THE POWER OF NICE** once again tackle conventional wisdom with a provocative and counterintuitive book about the importance of sweating the small stuff in our lives and in our careers.

Our smallest actions and gestures often have outsized impact on our biggest goals, say Linda Kaplan Thaler and Robin Koval. Did you double-check that presentation one last time, or hold the elevator for a stranger? Going that extra inch – whether with a client, customer, family member, or friend – speaks volumes to others about our talent, personality, and motivations. After all, if we can't take care of the small details, how can we be counted on to deliver when it really matters?

In today's challenging times, bigger isn't always better. In fact, it's often the baby steps that put us on the path to delivering a true competitive advantage. The real secret to getting ahead in life and in our careers is to refocus our attention on the small details that, if disregarded, can sabotage a multimillion-dollar ad campaign or undermine your most important relationships. Kaplan Thaler and Koval show how to get more of what you want with surprisingly less than you'd imagine.

Written in the same entertaining, story-driven style that made **THE POWER OF NICE** the go-to book for finishing first, **THE POWER OF SMALL** demonstrates how all of us can harness the power of small to improve and reinvent our lives. It's the ultimate guide to shrinking your outlook to broaden your horizons.

Get **SMALL** and get going!

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Editorial Review

From Publishers Weekly

According to successful authors and marketing business leaders Thaler and Koval, paying attention to the small things can improve your effectiveness in both personal and professional situations. Written in an appropriately succinct style, Thaler and Koval make a big deal of simple steps like paying better attention to what you're saying ("Bill Clinton... waits until he has come to the end of a sentence to shift his attention to another person") and picking up after yourself ("Professional organizer Molly Boren... says to put away three things in the morning and three things at night"). Some chapters are more professionally oriented, like a chapter on gaffes at work ("Little Mistakes Spell Disaster"), but widely-applicable, everyday advice gets much of the attention, as in the "Take Baby Steps" chapter: "Smaller, more attainable goals will also give you quicker, more frequent mini-rewards." Though not necessarily for front-to-back reading, quick dips should yield enough practical inspiration for most seekers. Clean, simple writing, familiar to anyone who picked up the authors' bestselling *The Power of Nice*, ensures a fast-paced reading experience, and an admirable example of the subtle, considered approach it advocates.

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Review

Advance Praise for *The Power of Small*

"Linda Kaplan Thaler and Robin Koval take on the conventional wisdom that bigger is better and show how thinking small gives you a true competitive advantage in life. For best results, get *Small* now. This little book can make a huge difference in your life."

—James Patterson, bestselling author, former CEO of J. Walter Thompson

"I love this book! I've always known that little things make all the difference, and now Thaler and Koval have written a book to show you how to benefit from this powerful concept. If you read and apply the ideas in this small book, it will make a big difference in your success."

—Mark Sanborn, bestselling author of *The Fred Factor*, President of Sanborn & Associates, Inc.

"Anyone who has tried to sleep with a mosquito in the room knows the impact of something small. But the positive impact of little things is even greater, as Linda Kaplan Thaler and Robin Koval show so elegantly in their latest book."

—Deborah Norville

"Once you've read *The Power of Small*, you will never look at the world the same way again. When you re-orient your perspective to look for the magic in the little things, life's mountains become manageable molehills."

—Cynthia Nixon

"Anyone who is successful can look back at one small thing they did for someone or someone did for them that meant so much, and made the difference in their career. Those small things are what lay the foundation for success. That's what this book is all about." —Jay Leno

About the Author

LINDA KAPLAN THALER is CEO and chief creative officer and ROBIN KOVAL is president of THE KAPLAN THALER GROUP, creators of pop-culture icons like the Aflac Duck. Together, Kaplan Thaler and Koval have been featured on *Today*, the *Martha Stewart Show*, and *Nightline*, as well as in *USA TODAY*, the *New York Times*, and *BusinessWeek*, among many others. Kaplan Thaler and Koval each live in New York.

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From reader reviews:

James Marcotte:

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Kevin Vickers:

A lot of people always spent all their free time to vacation or even go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent many people free time just watching TV, or playing video games all day long. If you need to try to find a new activity here is look different you can read a book.

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