



Success Built to Last: Creating a Life that Matters

By Jerry Porras, Stewart Emery, Mark Thompson

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Chosen by *BusinessWeek* as one of the top 5 books of 2006 in careers. Read the full story at businessweek.com.

Imagine discovering what successful people have in common, distilling it into a set of simple practices, and using them to transform your life and work. Authored by three legends in leadership and self-help — including *Built to Last* co-author Jerry Porras — it challenges conventional wisdom at every step. *Success Built to Last* draws on face-to-face, unscripted conversations with hundreds of remarkable human beings from around the world. Meet billionaires, CEOs, presidents of nations, Nobel laureates and celebrities — the rich, the famous and the unknown. Meet unsung heroes who've achieved lasting impact without obvious power or charisma. Famous or not, most started out ordinary. Discover how successful people "harvest" their strengths and their weaknesses, their victories and their surprising failures. Discover how you can find meaning in your life and work just as they did and summon the courage to follow your passions. Above all, see how they've sustained success *for decades* and you can too.

Foreword by Senator John McCain
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Editorial Review

Amazon.com Review

A Note from Sir Richard Branson

Richard Branson is best known for his successful *Virgin* brand, encompassing everything from a record label, a chain of music retail stores, Virgin Atlantic Airlines, and more. In September, 2006, Branson agreed to donate \$3 billion to fight global warming.



"There is no greater thing you can do with your life and your work than follow your passions—in a way that serves the world and you. In this book you will learn from unknown and famous people—inspiring leaders like Nelson Mandela and entrepreneur Michael Dell—along with schoolteachers, scientists, community workers, athletes, artists, Nobel laureates and the Presidents of nations.

"From Bono and Quincy Jones to Maya Angelou and The Dalai Lama, they all challenged themselves to do more, be more and give back more than even they thought possible.

Everyone wants success, but you can do better than that. This is an extraordinary book that finally reveals a meaningful 'secret formula' for success based on the lives of remarkable people."

Lessons of Lasting Success

Watch video of co-author Mark Thompson as he interviews figures featured in *Success Built to Last*.



Sir Richard Branson,
Virgin Group



President Jimmy Carter



Herb Kelleher, Southwest
Airlines



Senator John McCain

From Publishers Weekly

Porras, who co-wrote the original *Built to Last*, teams with successful life coaching company co-founder Emery and top executive coach Thompson, to interview 300 successful people, tagged "builders," to uncover the secrets of their winning life journeys. Though there's a good deal of wisdom here (for example, when faced with failure, builders "let it go not because they're in denial, but because they must keep focused on what they're building"), the book does not skimp on the platitudes ("losers call it failure; winners call it learning"). The early portion of the book overdoes the authors' excitement about the range and depth of the interviews, setting the reader up for disappointment in the long, less-than-profound stretches. The high

volume of contributions, however—from Nelson Mandela, Jimmy Carter, Maya Angelou, Jack Welch, Stephen Jobs and a host of other well-known and lesser-known achievers—makes this book better suited for picking and choosing than reading cover-to-cover. Segmented into presentations on meaning, "ThoughtStyles" and action, lessons depend largely on common sense, a willingness to accept responsibility, and the idea that "pain or passion will make you good enough; but pain plus passion will point you to greatness."

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Review

"The wisdom of great leaders about sustaining success and having a fulfilling life at the same time. They show readers how to pursue their passions and achieve success beyond their wildest dreams, while staying true to who they are. A must read!"—**Bill George, former Chair & CEO, Medtronic, author of *Authentic Leadership***

"There is nothing more important you can do than create a life that matters for you and your family. That is the only way to achieve Success Built to Last. As a leader and a parent, you've got to read this book and then give it to the teens in your family!"—**Greg Foster, President, IMAX Films**

"John Deere himself said 'I will not put my name on a product that does not have the best in it that is in me.' Imagine using that same standard in your personal life and career. When you commit yourself to excellence that would make you proud to put your name on everything you do, then you will have Success Built to Last."—**Robert Lane, Chairman & CEO, John Deere & Co., Inc.**

Users Review

From reader reviews:

Arlene Martin:

A lot of people always spent all their free time to vacation as well as go to the outside with them family members or their friend. Were you aware? Many a lot of people spent these people free time just watching TV, or playing video games all day long. If you would like try to find a new activity that is look different you can read a new book. It is really fun for you. If you enjoy the book that you just read you can spent the whole day to reading a book. The book Success Built to Last: Creating a Life that Matters it is extremely good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. In case you did not have enough space bringing this book you can buy the actual e-book. You can m0ore effortlessly to read this book out of your smart phone. The price is not to cover but this book has high quality.

Scott Peters:

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Valarie Chamberlin:

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