

whitepaper

SUCCESS BUILT TO LAST

In the decade since *Built to Last* was published, the iconic best seller has sold nearly four million copies. In recent years, coauthor Jerry Porras has been working to translate the book's teachings from the company to the individual. His new book, *Success Built to Last*, is hitting the spot with readers looking for an edge at work—it leaped onto the best seller list the first week it came out.

Success Built to Last is based on interviews and assessment of hundreds of the world's most influential people. Many are public figures—such as Jack Welch, Condoleezza Rice, the Dalai Lama, Lance Armstrong, and Bill Clinton—but others are everyday people who embody success that is built to last.

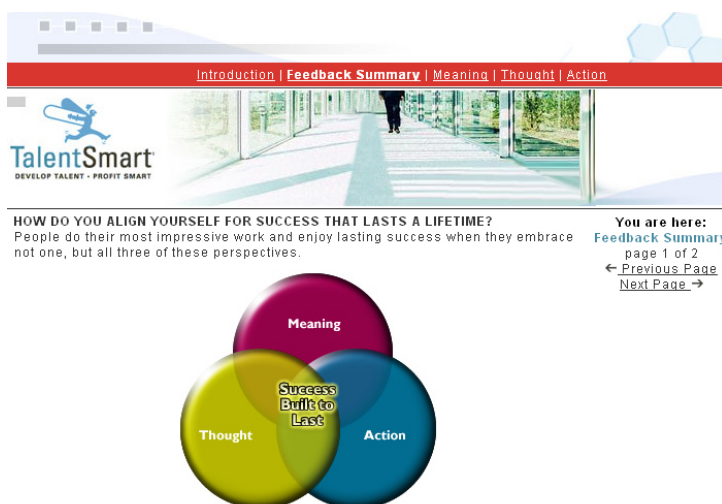
Porras and his coauthors chose TalentSmart®'s innovative learning methods to power the assessment for their book. The aptly-named Success Built to Last Profile helps anyone measure his definition of success and help it to endure. The test is now available at TalentSmart.com and, to honor the occasion, the book's foreword by Senator John McCain follows.

“Although success can easily be defined as the achievement of goals, there's a difference between temporary and lasting success. I don't think you achieve lasting success unless you add another ingredient to the mixture, and that is to serve a cause greater than yourself. That's what lasting success is all about. I can't tell you the number of people I have met who have been very successful in the pursuit of wealth, but late in the day began to sense that they hadn't really succeeded. And yet, I have known people from all degrees of financial wealth who have dedicated themselves to causes greater than themselves and their own self-interests who have led a very satisfying life.

In my book, *Character Is Destiny: Inspiring Stories Every Young Person Should Know and Every Adult Should Remember* (Random House, 2005), we wrote stories about different kinds of qualities that make up a person's character, based on the lives of people that you've probably never heard of—such as Sister Antonio, who resides in a jail in Tijuana, taking care of people—to people we all know, such as Mark Twain.

In *Success Built to Last: Creating a Life that Matters*, you will find practical wisdom drawn from the stories of hundreds of the world's most remarkable and enduringly successful people whom the authors actually interviewed. This is a book that will make a difference.”

—Senator John McCain



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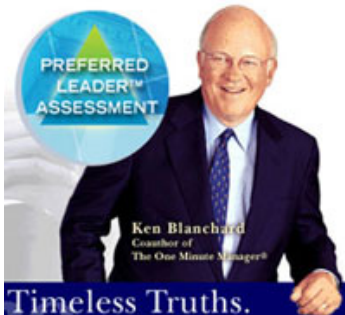
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