

PREFACE

Why this big book? Why a full-scale discussion of *The Magic of Thinking Big*? Thousands of books will be published this year. Why one more?

Permit me to give you just a little background.

Several years ago I witnessed an exceptionally impressive sales meeting. The vice president in charge of marketing for this company was tremendously excited. He wanted to drive home a point. He had with him on the platform the leading representative in the organization, a very ordinary-looking fellow, who earned in the year just ended just a little under \$60,000. The earnings of other representatives averaged \$12,000.

The executive challenged the group. Here is what he said: "I want you to take a good look at Harry. Look at him! Now, what's Harry got that the rest of you haven't? Harry earned five times the average, but is Harry five times smarter? No, not according to our personnel tests. I checked. They show he's about average in that department.

"And did Harry work five times harder than you fellows? No—not according to the reports. In fact, he took more time off than most of you.