

Use the Three Keys to Strengthening Creativity by Opening Your Ears and Your Mind 118

Stretch Your Thinking and Stimulate Your Mind 118

Harness and Develop Your Ideas—the Fruit of Your Thinking 120

Look Important, Because It Helps You Think Important 127

Become Important by Thinking Your Work Is Important 132

Build Your Own “Sell-Yourself-to-Yourself” Commercial 141

Upgrade Your Thinking—Think Like Important People Think 144

Make Your Environment Work for You 117

Prevent Small People from Holding You Back 151

Manage Your Work Environment 154

Get Plenty of Psychological Sunshine During Leisure Hours 157

Throw Thought Poison Out of Your Environment 161

Go First Class in Everything You Do 163

Grow the Attitudes That Will Help You Win What You Want 168

Get Activated; Get Enthusiastic 168

Develop the Power of Real Enthusiasm 169

Grow the “You-Are-Important” Attitude 177

Make More Money by Getting the “Put-Service-First” Attitude 186

Win the Support of Other People by Thinking Right Toward Them 192

Become More Likable by Making Yourself “Lighter to Lift” 194

Take the Initiative in Building Friendships 197

Master the Technique of Thinking Only Good Thoughts About People 202

Win Friends by Practicing Conversation Generosity 207

Think Big, Even When You Lose or Receive a Setback 209

Get the Action Habit—You Don’t Need to Wait Until Conditions Are Perfect 212

Make Up Your Mind to Do Something About Your Ideas 221