INDEX

actions attitudes affected by, 68-69 fear cured by, 50-55, 221-23 getting the habit, 212-34 getting started, 223-26 taking the initiative, 221-28 thoughts control, 135 See also Initiative advertising, 208 use of psychology in, 60 advice, from successful people, 152, 155, 156 age excusitis, 39-45 Alvarez, Walter, 31 appearance, 127-32 buying quality clothes, 131 looking important, 127-32, 144 thinking affected by, 127-32 applicants, screening, 62 appreciation, showing, 179-82 arguments, avoiding, 300, 301 attitudes, 166-91 activating one's self, 168 adding "life" to, 173-74 appraising, 166-67 broadcasting good news, 175-77 developing, 168 of employees, 132-38

enthusiastic, 169-77

expressed in voice and actions, 167–68
I-can-do-better, 111–12, 125
importance of good, 30–31, 36-37, 168
as more important than intelligence, 39
negative, 33, 34–35, 55, 56–62, 147–55
showing appreciation, 179–82
that bring success, 166–91

Barrymore, Lionel, 241
belief in success, 9–24, 100–105
developing the power of, 20–24
driving force of, 12–14
importance of thinking "big,"
14–15
Bender, James F., 174
big, thinking. See Thinking, big
books and periodicals, 272
boredom, overcoming, 157–61,
169–70, 260
bull sessions, 162
Burch, George E., 263
business, value of repeat, 85–86

careers, selecting, 252–60 Civil Aviation Administration, 238, 239, 245