presenting constructive, 228–29	shortage of people for key, 156, 212
putting in writing, 122–24	Johnson, Lyndon, 194
sources of, 272–73	
ways of developing, 122–24	Kennedy, John F., 26
imitation, power of, 137, 139	key jobs, shortage of people for,
importance, feeling of, 135-38	156, 212
improving one's self, 109–12, 266–67	knowledge, power of, 37-38
individuals, importance of,	Lane, Mills, Jr., 176
177–85	leadership, 21–22, 116, 197,
initiative	275–302
developing, 228–34	attitude for top, 91
importance of, 17	"be-human" approach, 282–88
taking, 221–30	principles of, 275–302
insurance, selling, 203-5	taking time to think, 295–98
intelligence	thinking big, 10-12, 14, 288-95
attitude more important than,	letters, to new friends, 199
32–39	listening, learning by asking and,
excusitis, 32–39	116–19, 125, 208
knowledge is power, 37-38	looking important, 127-32, 145
"stickability," 33	luck, setbacks blamed on, 45-48,
introductions, 197–98	245-46
investments, 242	a
in books and periodicals, 272	McKinsey Foundation for
in education, 270–72	Management Research, 257–58
	Mahoney, Dave, 252
jobs	management training programs,
attitudes of subordinates,	21–24, 116–19, 297–98
137–38	marketing research, 230-31
attitudes toward, 132–38, 144–45	mediocrity, causes of, 246, 262
increasing capacity for work,	meetings, speaking at, 71-72, 117
109–17, 125	memory, 38
power of imitation, 137, 139	mismanaged, 56-57
rule for getting ahead in, 115,	store only positive thoughts,
133–34	56–62