

**Today, employers are looking to hire and keep people with skills that go beyond the resume.**

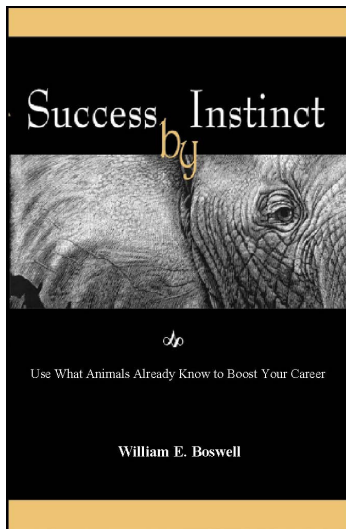
**Want to be more successful in your career?**

**Want easy-to-adapt ideas that make you promotion ready?**

**Want to embrace concepts that identify you as a team player?**

**Want helpful advice when applying for that top job?**

With lay-offs a reality more than ever, it is not important enough to land a position, but you must know how to maintain and progress within a job. Or, even if you are in job transition, do you know what talents, other than job experience and a degree, employers are really seeking? Many of the answers can be found in *Success by Instinct: Use What Animals Already Know to Boost Your Career*, by William E. Boswell. A former executive with BP America, Boswell presents a radical approach to career development. Instead of the usual dos and don'ts listed in job books, these 14 practical principles are based on the instincts the animal kingdom uses to create a structured environment, maintain order, and prosper.



## Why this Book Works:

- Offers principles practiced by world leaders, authors, business executives, and sports heroes.
- Demonstrates how instincts are powerful natural impulses and biological drives shaped by natural and survival rather than reasoned responses. We use instincts in other parts of our lives—now we can apply the same principles successfully to our professional world.
- Presents techniques offered by a 35-year veteran of business management.
- Provides universal concepts used successfully by the animal kingdom for millenniums.



## About the Author:

William E. Boswell is a former senior executive with BP America and the Internal Revenue Service. He has over 35 years of management experience guiding small, large, and diverse teams. He is a graduate of Virginia State University, and holds a Master's Degree from Case Western Reserve University in Cleveland, Ohio. A CPA, he is also a graduate of The Executive Program at the University of Michigan. He and his wife, Gracie, reside in Chapel Hill, NC.

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