



# The Power of Positive Thinking in Business : The Road Map to Peak Performance

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One of the most powerful forces in business today is the positive psychology movement -- overcoming self-defeating attitudes and developing our talents and positive traits. Much of the new thinking stems directly from the concepts in Norman Vincent Peale's classic bestseller, *The Power of Positive Thinking*, which has sold over 22 million copies. After years of extensive research with the Peale Center and major corporations nationwide, Scott Ventrella has adapted these concepts to form a systematic program for people in business so that they can achieve greater levels of personal and professional performance. This audiobook provides a practical way for each of us to actually develop and strengthen the ten traits of a positive thinker. *The Power of Positive Thinking in Business* encourages businesspeople at all levels, disciplines, and functions within an organization to concentrate on objective, rational thinking instead of self-limiting beliefs and negative self-talk. The result is an increased ability to deal effectively with tough situations and difficult people, in both business environments and personal lives. Together, rational thinking and the ten traits of a positive thinker can turn defeatist behavior into productive actions that will overcome the toughest of challenges with powerful, positive results.

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