

People Tools for Business: 50 Strategies for Building Success, Creating Wealth, and Finding Happiness

Alan Fox

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Fox's writing deserves to be read and contemplated by every businessperson who wants a fulfilling life and career.

In *People Tools for Business*, Alan C. Fox's valuable insights and gems of wisdom are drawn from over forty-five years of successfully buying and selling commercial real estate, and provide sound guidance for those in the business community. But the advice applies equally to anyone open to learning solid concepts for day-to-day living.

Fox, who wrote the *New York Times* bestseller *People Tools*, does not provide any shortcuts to wealth, hidden secrets for success, or insider tips on building an empire. Instead, the topics he covers supply valuable insights into often overlooked aspects of managing a thriving, balanced, and less-stressful business—or life. For, as Fox explains, “When you conduct your business and your life with care, each will blossom. When both your business and your life bloom, your coworkers, your family, and all around you will be truly alive, with strong hearts and thoughtful minds, and with the courage to persevere and thrive.”

Fox offers observations on subjects such as admitting mistakes, taking a different perspective on annual reviews, delegating, sticking to a budget, waiting to cool down before responding to negative messages, and avoiding litigation whenever possible. He also emphasizes the importance of “multigoaling” instead of multitasking, perseverance through hard times, and always being truthful to preserve trust. All fifty chapters are beneficial tools for building strong character as well as a solid business.

Although Fox crams his exceptional book with lots of information, he wisely breaks it into easily understandable portions that use everyday language instead of technical business terms. Each chapter is short (no more than five pages), but the key to the author's writing is his ability to select the perfect illustrations from his life's successes and failures and to weave them with the concepts he conveys. Even his musings on more morally based topics like being truthful or always keeping promises do not come across as preachy but rather like a favorite uncle passing on his wisdom.

As a highly successful businessman, Fox excels at making his point, supporting it with convincing anecdotes and insights, then quickly moving on to the next subject. He sees no need to drag out a chapter, preferring to pass along as much valuable information as he can on as wide a variety of topics as possible.

People Tools for Business fully delivers on the subtitle's promise of *50 Strategies for Building Success, Creating Wealth, and Finding Happiness*. Fox's writing is crisp, informative, and engaging, and it deserves to be read and contemplated by every businessperson—indeed, every person—who truly wants to have a successful business and fulfilling life

JEFF FRIEND (October 16, 2014)

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