



The One Thing You Need to Know: ... About Great Managing, Great Leading, and Sustained Individual Success

Marcus Buckingham

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Following the success of the landmark bestsellers *First, Break All the Rules* and *Now, Discover Your Strengths*, Marcus Buckingham offers a dramatically new way to understand the art of success.

With over 1.6 million copies of *First, Break All the Rules* (co-authored with Curt Coffman) and *Now, Discover Your Strengths* (co-authored with Donald O. Clifton) in print, Cambridge-educated Buckingham is considered one of the most respected business authorities on the subject of management and leadership in the world. With *The One Thing You Need to Know*, he gives readers an invaluable course in outstanding achievement -- a guide to capturing the essence of the three most fundamental areas of professional activity.

Great managing, leading, and career success -- Buckingham draws on a wealth of applicable examples to reveal that a controlling insight lies at the heart of the three. Lose sight of this "one thing" and even the best efforts will be diminished or compromised. Readers will be eager to discover the surprisingly different answers to each of these rich and complex subjects. Each could be explained endlessly to detail their many facets, but Buckingham's great gift is his ability to cut through the mass of often-conflicting agendas and zero in on what matters most, without ever oversimplifying. As he observes, success comes to those who remain mindful of the core insight, understand all of its ramifications, and orient their decisions around it. Buckingham backs his arguments with authoritative research from a wide variety of sources, including his own research data and in-depth interviews with individuals at every level of an organization, from CEO's to hotel maids and stockboys.

In every way a groundbreaking book, *The One Thing You Need to Know* offers crucial performance and career lessons for business people at all career stages.

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