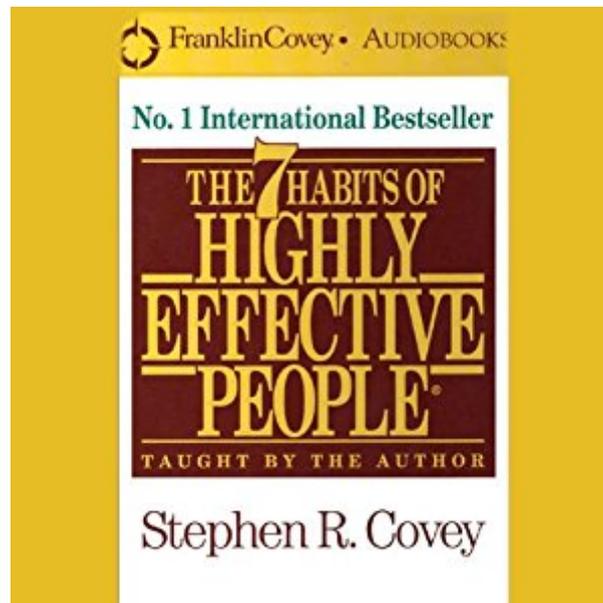


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The 7 Habits Of Highly Effective People



Synopsis

The 7 Habits of Highly Effective People is the all-time bestselling audio program of its type and has topped the Publishers Weekly audio bestseller list since its inception in 1990. This economical six-tape audio set and workbook teaches listeners the same powerful principles Dr. Covey teaches to the world's leading executives, at a fraction of the cost. 6 cassettes. --This text refers to an out of print or unavailable edition of this title.

Book Information

Audible Audio Edition

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in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

As the title of the book implies, Covey describes the seven habits of highly effective people and techniques for adopting the seven habits. Covey makes clear that an individual must make a paradigm shift before incorporating these habits into his/her own personal life. A paradigm is essentially the way an individual perceives something. Covey emphasizes that if we want to make a change in our lives, we should probably first focus on our personal attitudes and behaviors. He applies different examples via family, business, and society in general. This book's focal point is on an approach to obtain personal and interpersonal effectiveness. Covey points out that private victories precede public victories. He makes the example that making and keeping promises to ourselves comes before making and keeping promises to others. Habits 1, 2, and 3 deal with self-mastery. They move an individual from dependency on others to independence. Habits 4, 5, and 6 deal with teamwork, cooperation, and communication. These habits deal with transforming a person from dependency to independence to interdependence. Interdependence simply means mutual dependence. Habit 7 embodies all of the other habits to help an individual work toward

continuous improvement. Habit 1 discusses the importance of being proactive. Covey states that we are responsible for our own lives; therefore, we possess the initiative to make things happen. He also points out that proactive people do not blame various circumstances for their behaviors but they realize behavior comes from one's conscious. Covey also explains that the other type of person is reactive. Reactive people are affected by their social as well as physical surroundings. This means that if the weather is bad, then it affects their behavior such as their attitude and performance. He also explains that all problems that are experienced by individuals fall into one of three categories, which are direct control, indirect control, or no control. The problems that are classified under direct control are the problems that involve our own behavior. The problems classified as indirect control encompasses problems that we can do nothing about. The problems classified as no control are those that we can do nothing about. Habit 2 focuses on beginning with the end in mind. Covey wants the reader to envision his/her funeral. This may sound disheartening but his goal is to help you think about the words that you wish to be said about you; it can help the individual visualize what you value the most. To begin with the end simply means to start with your destination in mind. That gives an individual a sense of where he/she presently is in their life. One has to know where they are going to make sure that they are headed in the right direction. Covey also mentions that the most effective way to begin with the end is by developing a personal mission statement. After doing that, you should identify your center of attention. Are you spouse centered, money centered, family centered, etc. He tells you depending on your core of interest, your foundation for security, guidance, and power. Habit 3 is the practical fulfillment of Habits 1 and 2. Covey accentuates that Habits 1 and 2 are prerequisite to Habit 3. He states that an individual cannot become principle centered developing their own proactive nature; or without being aware of your paradigms; or the capability of envisioning the contribution that is yours to make. One must have an independent will. This is the ability to make decisions and to act in accordance with them. Habit 4 deals with the six paradigms of interaction, which are win/win, win/lose, lose/win, lose/lose, win, and win/win or no deal. Win/win is a situation in which everyone benefits something. It is not your way or my way; it is a better way. Win/lose declares that if I win then you lose. Simply put, I get my way; you don't get yours. Win/lose people usually use position, power, possessions, or personality to get their way. The win/lose type of person is the person that feels that if I lose; you win. People who feel this way are usually easy to please and find the strength of others intimidating. When two win/lose people get together both will lose resulting in a lose/lose situation. Both will try to get the upper end of the stick but in the end, neither gets anything. The person that simply thinks to win secures their own ends and leaves it up to others to secure theirs. The win/win or no deal person means that if there is not a

suitable solution met that satisfies both parties then there is no agreement. Habit 5 deals with seeking means of effective communication. This habit deals with seeking first to understand. However, we usually seek first to be understood. Most people do not listen with the intent to understand but with the intent to reply. The act of listening to understand is referred to as empathic listening. That means you try to get into the person's frame of mind and think as they are thinking. Habit 6 discusses combining all of the other habits to prepare us for the habit of synergy. Synergy means that the sum of the whole is greater than the sum of its parts. Possessing all of the habits will benefit an individual more than possessing one or two of them. Synergism in communication allows you to open your mind to new possibilities or new options. Habit 7 involves surrounding the other habits because it is the habit that makes all of the others possible. It is amplifying the greatest asset you have which is yourself. It is renewing your physical, emotional, mental, and social nature. The physical scope involves caring for yourself effectively. Spiritual renewal will take more time. Our mental development comes through formal education. Quality literature in our field of study as well as other fields help to broaden our paradigms. Renewing the social dimension is not as time consuming as the others. We can start by our everyday interactions with people. Moving along the upward spiral requires us to continuously learn, commit, and do on higher planes. This is essential to keep progressing. At the end of each habit, there are application suggestions or exercises that help you become a more effective person. This is definitely not a quick fix it book. The concepts should be studied in order to be fully achieved. I think if you learn to use these 7 habits, it will change your life. This is a must-have book.

This review is for people who already know that the book, *The 7 Habits of Highly Effective People*, is valuable and who are now trying to choose which audio version would be most useful for themselves or for people they know. I recently bought three different audio CD versions (plus a few copies of the book) as gifts for people with different personalities and learning styles. I am also familiar with some older products. Sometimes the product descriptions don't give you a clear idea which product you're reading about. Check the running times of audio products to determine if they're similar to the ones described below: REVIEW #1 - UNABRIDGED AUDIO BOOK (CD or Download) The product on this page (as I write this review) is an UNABRIDGED AUDIO CD VERSION of the 15th anniversary edition of the book *The 7 Habits of Highly Effective People* (Unabridged Audio Program). It would be ideal for people who are ready for a personal plan to study and apply the principles in the book to their own lives, but who need a little extra "push". I would suggest listening to the CDs before or while studying corresponding segments of the book, either

alone or with someone else. The encouraging, calm and authentic voice of the author gives an extra dimension to the text - keeps you focused. Regularly scheduled study or discussion sessions could be short, as each CD is divided into several tracks which basically follow the headings and sub-headings in the book. This CD product demonstrates how well the book was written, as the text flows so nicely when read by the author. It includes some introductory and explanatory comments in addition to the text in the book. This could be a 5-star product for people who plan to use it along with the book or after having read the book. It is probably not the most efficient "stand-alone" learning tool for most people - the printed book is. It may be good for those who have more time for listening (about 14 hours on 13 disks) than for reading and who are good at learning by hearing. The discs come with a little "study guide" booklet, which I think was created for an earlier audio product. The booklet is good for review, but seeing the diagrams in the original book is more useful if you are reading along with the audio version. I find the occasional introductory music in the audio program a little distracting, but the author's reading is engaging. The unabridged book is also available for audio download. The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change (Unabridged) with a slightly shorter running time (less than 13 hours) listed. I'm not sure how it would compare in usefulness to the CDs discussed here.

REVIEW #2 - THREE DISC PROGRAM (and corresponding download) Of the audio products I have listened to, the one I would consider to be "5 star" as a stand-alone learning tool (either for individual or small-group listening) is the 3-DISC "AUDIOBOOK ON CD" (circa 2001-2002) which says, "Taught by the Author" on the cover rather than "Unabridged, read by the author". The 3-CD set The 7 Habits of Highly Effective People is intermittently available at . However, it is not really an "Audiobook". It is also very different from the one-CD product described in the "Product Description". This product presents information partly in a seminar or classroom lecture format, with comments by people on how they have applied some of the principles in their own lives. The importance of integrity and trust in interpersonal and business relationships seem to get extra emphasis in this audio product. Running time is about 3 hours, 20 minutes. This is probably the most useful audio product for people who don't like to read much, but it also complements the book without following it too closely. It comes with a useful little study guide summarizing the "7 habits", which includes some of the diagrams found in the book. The booklet is handy as an overview, even if you have the book. I believe that this product is more suitable for non-optimal listening situations (in the car, etc.) than is the 13-disc unabridged audio book, which, like the printed book, seems to call for a quiet setting where you can devote your full attention. Each CD in the 3-disc set is divided into short one or two minute tracks (sometimes with several tracks in a single topic segment) so you can pause easily for reflection or

discussion. Divisions between the short tracks are not evident as you are listening. Some reviewers have noted troublesome differences in volume between the text and short musical "bumpers" between topics. This bothered me a little on one of the CD players I listened with. You might try turning down the treble or turning the volume up and moving further from the machine if the relative loudness of the music bothers you. Update May 2010: A download is now available. The 7 Habits of Highly Effective People. You might want to also purchase the original book, which contains all the diagrams in the booklet which accompanies the CD set, plus much more. In case the set is not available at , Franklin-Covey sells a (more expensive) 3-CD set which is likely similar to the product described above, with different cover art. Conant-Nightingale sells a 6-CD set which I would also expect to be a quality product.

REVIEW #3 - ONE-DISC OVERVIEW

The SIMON & SCHUSTER SINGLE-DISC CD version (copyright 1999) of the old, original Simon and Schuster audiocassette product also should not really be classified as an "audiobook". by Stephen R. Covey (Author) 7 Habits Of Highly Effective People [Audio CD, Abridged, Audiobook, CD] In its day, the audiocassette version was a very well-produced, lucid overview of the original book with introductory statements by a female narrator, then explanations and examples by Dr. Covey from his professional seminars. The tape version was useful as motivation to read, teach, apply or to think more deeply about the book than as an independent learning tool. It was a big seller when the book was making a big splash. Simon & Schuster dropped the ball when they put the CD version onto a single track of about 72 minutes. You may need to be prepared to listen to the whole CD in one sitting. I now cannot find this product on , but I do see a new, more expensive 1-CD product called a "15th anniversary edition", publishing date 2005. The product information states that the publisher is Simon & Schuster, but the image says FranklinCovey. It may be a new release of the original audiocassette. I would check to see if multiple tracks have been added before buying it. You might consider a DVD if you're looking for a single-sitting refresher or motivator.

The 7 Habits of Highly Effective People Foundational Principles

OTHER RELATED PRODUCTS

I notice that FranklinCovey is now coming out with a new "SIGNATURE SERIES" of CDs in which one CD is devoted to each of the "7 habits". I am not familiar with this product. The CDs are sold as a set or individually. Some other audio products and "spin-off" products have been introduced over the years. I much prefer the products which present information in an organized manner to those which present seemingly random motivational thoughts (like Daily Reflections for Highly Effective People: Living the 7 Habits of Highly Effective People Every Day, cards, calendars, etc.). Many of the "spin-off" products would be far less valuable than the original book to people not familiar with the book. The products which present random (though often excellent) thoughts may be useful for some

people who are already familiar with the book and who are interested in applying its principles. Living the 7 Habits: The Courage to Change could be inspirational to people who think that corporate over-achievers are the only people who can benefit from the original book. It includes stories of people in some really difficult situations who have changed their lives by applying the "7 Habits".

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