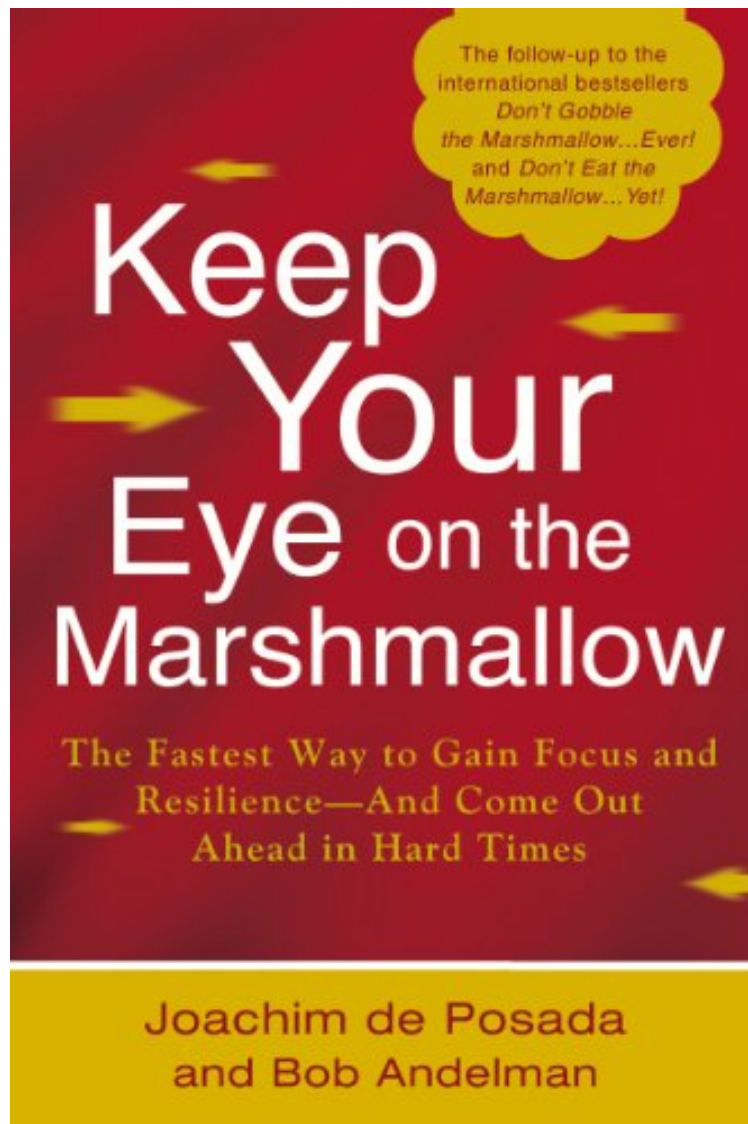


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## Keep Your Eye on the Marshmallow: Gain Focus and Resilience-And Come Out Ahead

*Joachim de Posada, Bob Andelman*  
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**Joachim de Posada, Bob Andelman : Keep Your Eye on the Marshmallow: Gain Focus and Resilience-And Come Out Ahead** before purchasing it in order to gage whether or not it would be worth my time, and all praised Keep Your Eye on the Marshmallow: Gain Focus and Resilience-And Come Out Ahead:

1 of 1 people found the following review helpful. More, More Give me S"more!"By Phyllis AndelmanThis is one of those books that once you start reading it, you just have to keep going. It is well written, the style is easy,

understandable and literally has something for everyone. The characters were relatable, the situations applicable for most people and the principles learned could be life changing for the reader. I loved everything about it and congratulate the authors....job well done! I have encouraged friends and family members to read this book because I believe it to be so beneficial to their personal success!0 of 0 people found the following review helpful. Just want to devour this book!By Rick YvanovichCouldn't wait to read this after the previous two. Absolutely loved it though I've enjoyed the story behind it so much I wanted to read more about that aspect. It was a great conclusion to the series and like the other two has its own unique perspective that is essential to absorb. Looking for more from this author !1 of 1 people found the following review helpful. DisappointingBy R. FarmerWas expecting the book to be about raising children, instead it was about a fable of life with many reiterated ideas of others.

The follow-up to the international bestsellers Donr'squo;t Gobble the Marshmallowhellip;Ever! and Donr'squo;t Eat the Marshmallowhellip;Yet!After facing many hardships and challenges, former chauffeur Arthur has come out on top, happily married and at the pinnacle of his career. But Arthur has always had a dream of starting his own business. In the face of a difficult economy and his own fears of success, Arthur begins to flounder in his new endeavor and forgets all of the principles his former boss, billionaire Jonathan Patient, taught him. Instead of delaying gratification, Arthur begins to eat his marshmallows again. Based on the landmark Stanford University study, the marshmallow theory details the results of an experiment where children were left alone with a marshmallow and told that if they didnr'squo;t eat it they would receive an additional marshmallow in fifteen minutes. Years later, researchers discovered that the children who had chosen to wait grew up to become more successful adults than the children who had eaten their marshmallows immediately. In Donr'squo;t Eat the Marshmallowhellip;Yet! and Donr'squo;t Gobble the Marshmallowhellip;Ever!, Joachim de Posada revealed to readers that the secret to success is not merely superior intelligence or hard work, but rather the ability to delay gratification. Now, in Keep Your Eye on the Marshmallow, Posada uses the parable of Arthurr'squo;s struggles after reaching the top to teach us that adhering to the marshmallow principle is especially important in uncertain economic times. True success is more than just financial gain or recognition; it'sr'squo;s the ability to balance every aspect of life outside of workmdash;including hobbies, family, and lovemdash;in order to enjoy your success, maintain long-term goals, and savor the marshmallows of life.

Praise for the book that created an international sensation:ldquo;Donr'squo;t Eat the Marshmallowhellip;Yet! is more than just fluff. It'sr'squo;s a recipe for long-term success.rdquo; mdash;Harvey Mackay, author of the New York Times bestseller The Mackay MBA of Selling in the Real World ldquo;What a great read, compelling story, and powerful life lesson! It'sr'squo;m going to get copies for all my children.rdquo;mdash;Dr. Tony Alessandra, author of The Platinum Rule and Charisma ldquo;Successful people know that to get what you really want, you often have to pass on what is offered during the first round. Joachim de Posada'sr'squo;s engaging style teaches all of us how to say lsquo;I passr'squo; so that we can say lsquo;I won!r'squo;rdquo; mdash;Pegine Echevarria, consultant, author, success coach and creator of Team Pegine ldquo;Joachim'sr'squo;s brilliant message is our world'sr'squo;s best antidote for the lsquo;instant gratificationr'squo; maladies that are undermining our success and happiness as a society.rdquo; mdash;Robert Chesney, executive producer of Window on Wall Street ldquo;A delightful story that helps drive home important principles for business and life.rdquo; mdash;Terry L. Brock, president and CEO, Achievement Systems, Inc. ldquo;The kind of story you can read and reread with new insights every time. If you want to begin changing your life right now, read this book.rdquo; mdash;Marcy Ullom, Ed.D., associate vice president, University of MiamiAbout the AuthorJoachim de Posada is a bilingual international motivational speaker, radio and TV personality, author of four books, and newspaper columnist who has spoken in more than sixty countries about leadership, team building, sales and management. His proven methods have crossed over into the sports world, and he has worked with famed NBA coach Del Harris, the Milwaukee Bucks, the Los Angeles Lakers and several Olympic teams. Posada was named one of twenty-five hot speakers in the United States who are shaping the speaking profession by Speaker, the National Speakers Association magazine. He holds a CSP, the highest earned designation in the NSA, and has conducted programs for hundreds of major corporations in the U.S. and around the world, including Verizon, Sprint, Citibank, Banco Santander, BBVA, Pfizer, Baxter, Cargill, IBM, Xerox, U.S. National Guard, Unilever, and also for professional associations such as ISSA, PMA, IFA and CLIA where he was ranked the number one speaker thirty-four times in a row.Bob Andelman is the author or coauthor of fifteen books, including Fans, Not Customers with Vernon W. Hill, Building Atlanta with Herman J. Russell, Mind Over Business with Ken Baum, The Consulate with Thomas R. Stutler, The Profiler with Pat Brown, Built from Scratch with the founders of The Home Depot, The Profit Zone with Adrian J. Slywotzky and David J. Morrison, Mean Business with Albert J. Dunlap, and Will Eisner: A Spirited Life.