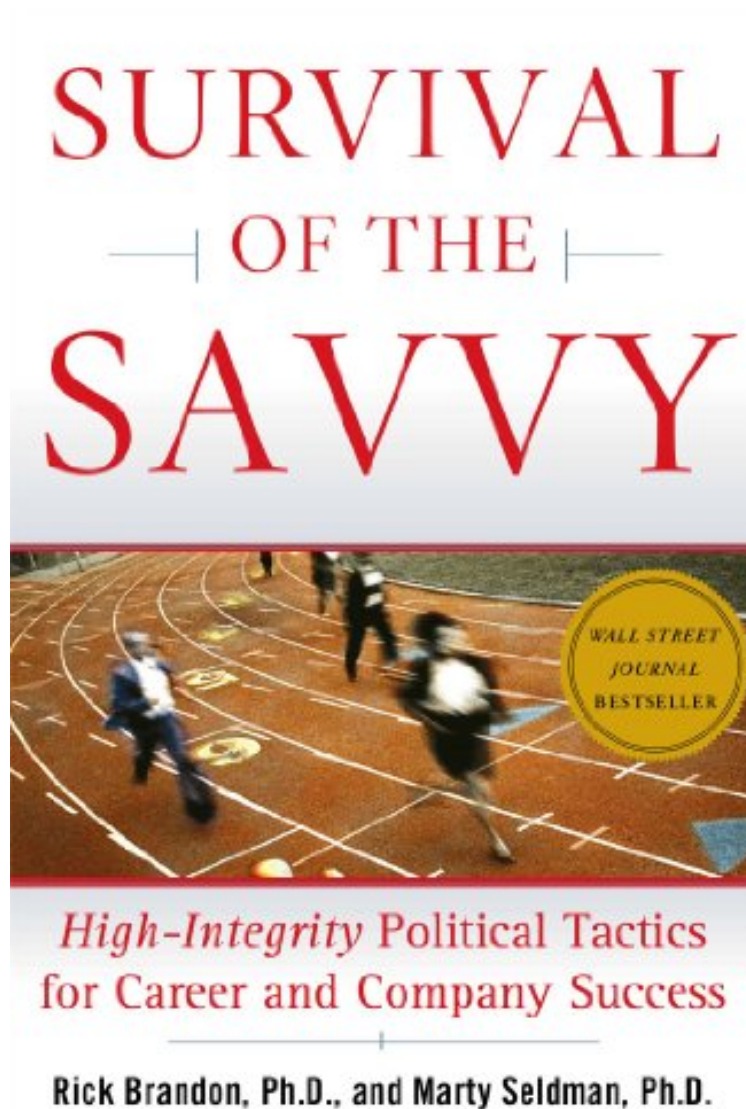


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## Survival of the Savvy: High-Integrity Political Tactics for Career and Company Success

*Rick Brandon, Marty Seldman*

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**Rick Brandon, Marty Seldman : Survival of the Savvy: High-Integrity Political Tactics for Career and Company Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised Survival of the Savvy: High-Integrity Political Tactics for Career and Company Success:

2 of 2 people found the following review helpful. Helpful guide navigating office politicsBy perrymasonryUseful

book that describes work place politics and how to identify them for your survival. I take their suggestions with a grain of salt. As one reviewer pointed out some of their suggestions such as carrying around the Wall Street Journal to show business acumen may not work. However, negatives aside the book is useful for learning about and understanding office politics. Reading this book in conjunction with other books on the topic is helpful to give the reader different perspectives as to approaching office politics and surviving. 0 of 0 people found the following review helpful. I learned something interesting. By David Bressler I think this book is useful for people who don't like office politics and who, as a result, don't maximize career impact. This book gives you a framework (called "high integrity politics") that rationalizes how to use politics just as you would any other tool you do to get the job done. 0 of 0 people found the following review helpful. A good guide to coping with corporate politics. By Peter M Alberti A useful take on politics in large organizations. Provides a helpful step-by-step approach to analyzing strengths and weaknesses in order to successfully maneuver in a highly political environment. The book does not make excuses for, or try to explain away corporate politics, but rather helps to understand the dynamic and advise on how to become better at managing within the limitations of the politically motivated setting.

Two of the nation's most successful corporate leadership consultants now reveal their proven, systematic program for using the power of "high-integrity" politics to achieve career success, maximize team impact, and protect the company's reputation and bottom line. Each day in business, a corporate version of "survival of the fittest" is played out. Power plays, turf battles, deceptions, and sabotages block individuals' career progress and threaten companies' resources and results. In *Survival of the Savvy*, Rick Brandon and Marty Seldman provide ethical but street-smart strategies for navigating corporate politics to gain "impact with integrity," helping readers to: -Identify political styles at work through the Style Strengths Finder, and avoid being under or overly political -Discover the corporate "buzz" on you, and manage the corporate "airwaves" -Decipher unwritten company rules and protect yourself from sabotage and hidden agendas -Build key networks to promote yourself and your ideas with integrity -Learn to detect deception and filter misleading information -Increase your team's organizational savvy, influence, and impact -Gauge the political health of the company and forge a high-integrity political culture In addition, *Survival of the Savvy* helps individuals discover and overcome their own political blind spots and vulnerabilities. They learn step-by-step methods to avoid being underestimated or denied full recognition for their achievements. It shows them how to put forward their ideas and advance their careers in an ethical manner, with a high level of political awareness and skill. After reading this book, you will never have to say, "I didn't see it coming." Organizational savvy is a mission-critical competency for the complete leader. This timely and timeless book provides cutting-edge strategies and skills for surviving and thriving as you build individual and company success.

From Publishers Weekly In this guide to the often slippery realm of office politics, executive coaches Brandon and Seldman champion a politics of "moral means" to "noble ends." However, some of their wisdom has a Machiavellian cast. They recommend avoiding open confrontation with more powerful managers, explain how to network strategically, cite movie godfather Vito Corleone on the importance of veiling your thoughts and detail procedures for getting to your boss with your side of the story before a rival can bad-mouth you. Much of their advice involves the basics of popularity and tact, like their "Balanced Response" technique for inoffensively quashing colleagues' flawed or incomplete ideas. Image and self-presentation are covered, with bullet points on "power wardrobe," posture, vocal style ("err on the side of speed and slightly revved-up volume") and body language (a clenched jaw and dilated pupils give off bad vibes). Sample monologues provide models for the self-promotional, 30-second elevator speech to corporate bigwigs. If nothing else, employees can always "mention top management catchphrases" and "carry around the Wall Street Journal or Harvard Business to show general business acumen." Aimed primarily at "under-political" people perennially steamrollered, ostracized or exploited by slicker operators, the book includes lots of "self-talk" mantras ("networking" and "relationship-building," not "schmoozing") that readers can recite to overcome their reluctance to play the game. The authors have a good feel for the nitty-gritty of corporate conflict, misbehavior and skulduggery. Their portrait of a business world ruled by intrigue, "buzz" and "savvy" instead of competence is not reassuring, but this engagingly written and reasonably specific primer will help employees navigate it. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Politics are a reality in any organization, but as this terrific book shows, you don't have to throw your ethics and integrity out the window to master the game. Brandon and Seldman's fresh approach to a taboo topic is as entertaining as it is inspiring. *Survival of the Savvy* will teach you how to avoid the ego trips and journey with others to greatness. Ken Blanchard, coauthor of *The One Minute Manager* and *Customer Mania!* Seldman and Brandon have years of experience coaching and training at companies like PepsiCo to help executives navigate the complexities and ambiguities of organizational politics with integrity and positive impact. Their practical tips on reading political styles, building a network, and exercising verbal discipline are invaluable. Michael D. White, Chairman and CEO, PepsiCo International Finally, a book that speaks the truth about corporate power, influence, and the science of relationships. A must read for serious corporate leaders and, equally important, aspiring leaders! Jovita Thomas-Williams, Vice

President, Human Resources, MGM Grand Detroit Casino Survival of the Savvy provides CEOs, business leaders, and their teams with vital new insights and essential skills. The authors set the bar at a new height in describing how to effectively understand and influence others and how to ensure a values-based and high-performance work culture. Edward Ludwig, Chairman, CEO, and President, Becton, Dickinson and Company Brandon and Seldman, two clever writers, give a lifeline to anyone treading water or trying synchronized swimming in the corporate shark tank...They fill their book with practical, tactical tips to help protect their readers' assets. Harvey Mackay, author of Swim With the Sharks Without Being Eaten Alive Brandon and Seldman tap into the nervous system of corporations and offer fascinating straight talk about a tacit business taboo -- their writing is engaging, entertaining, and easy to relate to. Deborah Harrington, National Training Director, Citibank North America They're not kidding when they say "survival;" even Darwin would have approved of this objective look at the precise intricacies of human behavior. If you take office politics seriously, you'll appreciate the weighty analysis Brandon and Seldman bring to even the most obscure workplace scheming. Brandon and Seldman take on the role of corporate anthropologists, dissecting how office politics work and what you can do to master them ethically. FAST COMPANY'S READER'S CHOICE AWARD REVIEW, FEBRUARY, 2005 "Ever had an idea stolen by someone brash enough to present it as his or her own idea at a VP meeting? Brandon and Seldman offer serious research to substantiate this all-too-prevalent work problem and outline the many ways the politically inept can develop the savvy political instincts we all need to feel valued at our work." BOOKPAGE This is a book about what these two mega-powered business consultants call using "high-integrity" politics as a useful change agent...Not incidentally, through case studies, they analyze self-defense strategies to insulate executives from well-known banditos lurking along the trailway to the top. BUSINESS 2 BUSINESS, JANUARY, 2005 This work will help employees navigate office politics in almost any kind of setting. Corporate consultants Brandon and Seldman offer practical advice, starting with the assumption that engaging in office politics is vital to one's career. Recommended for larger public libraries and all business management collections. LIBRARY JOURNAL, November 15, 2004 One doesn't have to get past the first page of this book before corporate consultants and coaches Rick Brandon and Marty Seldman spell out one of the major problems many corporations face today: "For most people, the words integrity and politics don't mix."...However, the authors contend that if companies make it a priority to weave political integrity into their organizations, as well as the executive suite, they stand a better chance of staying out of the headlines. THE BOSTON GLOBE, JANUARY 2ND, 2005 The ethically inclined executive learns to size up the nasty opponent, use martial-art skills to disarm him or her, and move the entire organization toward higher moral ground...By following the recommendations in the book, the authors promise, we can learn to nip political scheming at our own companies in the bud and save our organizations from water-cooler wastage, brain drain, and Enron-like disaster. HARVARD BUSINESS REVIEW, DECEMBER, 2004 From the Inside Flap "Politics are a reality in any organization, but as this terrific book shows, you don't have to throw your ethics and integrity out the window to master the game. Brandon and Seldman's fresh approach to a taboo topic is as entertaining as it is inspiring. Survival of the Savvy will teach you how to avoid the ego trips and journey with others to greatness." -- Ken Blanchard coauthor of The One Minute Manager and Customer Mania! "Seldman and Brandon have years of experience coaching and training at companies like PepsiCo to help executives navigate the complexities and ambiguities of organizational politics with integrity and positive impact. Their practical tips on reading political styles, building a network, and exercising verbal discipline are invaluable." -- Michael D. White Chairman and CEO, PepsiCo International "Finally, a book that speaks the truth about corporate power, influence, and the science of relationships. A must read for serious corporate leaders and, equally important, aspiring leaders!" -- Jovita Thomas-Williams Vice President, Human Resources, MGM Grand Detroit Casino "Survival of the Savvy provides CEOs, business leaders, and their teams with vital new insights and essential skills. The authors set the bar at a new height in describing how to effectively understand and influence others and how to ensure a values-based and high-performance work culture." -- Edward Ludwig Chairman, CEO, and President, Becton, Dickinson and Company "Brandon and Seldman tap into the nervous system of corporations and offer fascinating straight talk about a tacit business taboo -- their writing is engaging, entertaining, and easy to relate to." -- Deborah Harrington National Training Director, Citibank North America