

The *New York Times* bestselling author of  
*What Got You Here Won't Get You There* and winner of the  
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Mastering  
the 4 keys:  
Identity,  
Achievement,  
Reputation,  
Acceptance



# MOJO

How to Get It,  
How to Keep It,  
How to Get It Back  
If You Lose It

MARSHALL GOLDSMITH

WITH MARK REITER