



Mojo is the moment when we do something that's purposeful, powerful, and positive and the rest of the world recognizes it. This book is about that moment – and how we can create it in our lives, maintain it, and recapture it when we need it.

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**Marshall Goldsmith's
newest book!!**

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About MOJO the Book

In his follow-up to the *New York Times* bestseller *What Got You Here Won't Get You There*, #1 executive coach Marshall Goldsmith shares the ways in which to get—and keep—mojo to build a successful business and/or career.

Having corporate or personal mojo means controlling four elements: **identity** (Who do you think you are?), **achievement** (What have you done lately?), **reputation** (Who do other people think you are), and **acceptance** (What can you change? When should you 'let go'?)

Goldsmith shares 14 tools to help readers enhance their Mojo – and find more happiness and meaning in their lives.

About the Author

Marshall Goldsmith is among a select few consultants who have been asked to work with more than 120 CEOs from many of the world's leading corporations. Goldsmith has helped to implement leadership development processes impacting more than one million people around the world. He has a Ph.D. from UCLA and is on the faculty of the executive education programs for Dartmouth College and many leading business schools. In the recently completed *Forbes* – (London) *Times* global report, he was recognized as one of the top 15 most influential business thinkers in the world.

World's Greatest Leaders and Thinkers about MOJO

Frances Hesselbein, Distinguished Chair of Leadership, US Military Academy, West Point, winner US Presidential Medal of Freedom, former CEO Girl Scouts – "*MOJO* moves us to define who we are in a new and illuminating way! *MOJO* is a guidebook for the leaders of the future. Thank you, Marshall!"

Alan Mulally, CEO Ford, winner Leader of the Future Award, Leader-to-Leader Institute - "Marshall's *MOJO* provides wonderful perspectives and tools for each of us - to integrate and focus our lives - to contribute - and to serve. Thank you!"

Warren Bennis, Bestselling Author, Distinguished Professor at USC and world authority on leadership - "Marshall Goldsmith is one of a kind: a unique and brilliant combination of getting inside our minds about those problems which keep us awake at night – and not only clarifying, but actually solving them! Lively and engaging. A damn good read, which every leader will not only enjoy but profit from."

GM Rao, CEO GMR and Entrepreneur of the Year (India) – "A mantra for self-realization and self-actualization. I regard the concept of *MOJO* as a milestone in our quest for meaning and evolution – and a beacon in our journey to our inner world."

Eduardo Castro-Wright, Vice Chairman, Wal-Mart Stores Inc., the world's largest retailer - "Another thought provoking, practical and insightful book by Marshall. I love the simplicity and wisdom in dealing with human behavior in business and more importantly, in our personal lives."

Tom Glocer, CEO Thomson Reuters - "Those of us who have been lucky enough to spend time in a classroom with Marshall Goldsmith know what a positive influence his teaching can have. In *MOJO*, Marshall shares his scholarship more broadly and teaches us all how to turn inertia in our professional or personal lives into meaning and happiness. There is no more important lesson in business or in life!"