

Simone Janson (ed.)

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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specifically tailored to your needs, we want to ensure that you make the most of this reading experience.

Your Benefit in concrete Terms: Content, Organization and Structure of the Book

Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because every person experiences magical moments in everyday life, be it when meeting and communicating with other people or because wonderful events often happen on a large and small scale. The problem, however, is that we have often forgotten how to even see these positive things. This is often due to many unconscious beliefs that arouse fears and literally spill positive associations. In addition, our brain is geared to particularly perceive negative events and we train a little more every day. It is not uncommon for us to shut ourselves up in suspicion until we are stuck. But that is a mistake: We forego the numerous opportunities to get something done together with other people and give away many opportunities in life. It is therefore extremely important to consciously focus on positive thinking and consciously perceive the beautiful experiences. Only those who recognize in this way what their own heart needs and act accordingly can be really happy, authentic and self-determined. This book shows how to find positive attitudes and how to trust other people and train them in your own perception in order to be successful.

You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

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Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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One of the greatest strengths of AI is its ability to process large amounts of data and recognize patterns. By using machine learning algorithms, AI can learn from this data and make predictions. This enables you to make informed decisions, optimize your strategies, and even solve complex problems. Whether it's your personal career management, optimizing communication processes, or improving work efficiency - AI can help you achieve your goals more effectively.

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So you see: from cost savings to access to knowledge and education, to the opportunity to experience and live your own successes, to inspiration for entrepreneurial activities, and the possibility to earn money with our publishing house - reading our books can provide you with financial benefits in various ways.

Ironic processes and success: don't think about the purple cow!

// By Dr. Volker Kitz, Prof. Dr. Manuel Tusch

Don't think of a purple cow! What are you currently thinking about? Does it make "muh" and chocolate? Then you could have fallen for a so-called "ironic process": If we make a decision not to think about something, this very thought can really haunt us.

The desire for control

Purple cows are still the least problem. But how often do we want to control our lives by not doing something, like eating the chocolate bar?

Or think of something, for example, just before falling asleep to the insolent sayings of the colleague of this morning? Whoever wants to control his life in this way should at least know something more about the phenomenon of the ironic process.

The White Bear Experiment

In the classic experiment, subjects are asked not to think of a white bear. Then they should let their so-called "Stream of Consciousness" run free for five minutes:

Thinking out loud all the time and babbling to yourself whatever comes to mind. So what some of our valued fellow human beings do all day anyway. Every time they say or think "white bear" they should ring a bell on the table in front of them.

You may, so you think!

Then you turn the instructions: Now the subjects are thinking quite specifically about a white bear. And once again make their stream of consciousness and again the bell ring when the white bear emerges.

Different groups get these two instructions in different order: Group 1 should first suppress the thought of the bear, then consciously think of the white bear. Group 2 should first deliberately think of the white bear and then banish the white bear from their thoughts.

Thoughts can not be suppressed