

BOOK REVIEW

From Bob's bookshelf



LOVE IS THE KILLER APP

by Tim Sanders

I READ IT BECAUSE: My assistant, Julie Lowman, suggested that I read this book. The title alone was enough to interest me.

STYLE: Sanders writes in kind of a soft hippie jargon. It took a little getting used to, but I realized that his way of writing is a very effective way to convey relational and communication skills. He uses terms such as “lovecat”, “bizworld”, “bizpartners”.



CONTENT: The book has three main parts. Sanders makes a strong argument that knowledge, network, and compassion should be used effectively in the work place. Sanders challenges the reader to be a giver and not a hoarder of these three things. Understanding the importance of these three things will equip readers to leverage all that they are and have for the benefit of those around them. Effective ways to gather information, network with others, and show compassion in the work place are presented.

QUOTABLE: Sanders states that, “Love is selfless promotion of the growth of the other.” Loving someone means giving whatever you have for the benefit and growth of that person. “Differentiation is about being different in a positive, productive manner that can sustain itself over time, and the best way to do that is to offer up your intangibles to those with whom you wish to partner – because then what you offer truly lasts.” (p38) “The traditional self-focused selling approach is no longer effective because today’s new buyers are unwilling to follow you. They do not want to be sold. They want to make educated buying decisions. To make a sale, you must join them on their buying path.”

CAVEATS: I would warn readers to not look at the book as a formula, but rather as a way to give to others effectively. Sometimes we give to others with ourselves in mind. That would be an inappropriate and dangerous application of the book.

WHO SHOULD READ THIS BOOK? Anyone who works with people will benefit. This is a great book for those who rely on networking for a living. If you are in a position that involves the sharing of information, you must read this.

RECOMMENDATION: I heartily recommend this book. I am inspired to use my knowledge, network, and compassion on a whole new level. I hope that it has the same effect on other readers