Career Intensity: Business Strategy for Workplace Warriors and Entrepreneurs by David V. Lorenzo

A Book For All Reasons

The hallmark of successful entrepreneurs and top executives is career intensity - the drive for continuous individual improvement. It isn't a genetic trait; it's a strategy that can be learned and this book is designed to help level the playing field. It is a guide that will provide readers with the framework to begin a lifelong process of continuous improvements and growth. Apply the principles used by business superstars - Career Intensity will maximize career values and unwaveringly guide one to their dreams.

I have always felt that it's not enough to be good, you have to be perceived as superior by the people that determine your success. If you work in a company, that means your boss, senior management and your colleagues. If you run your own business, it's your clients, prospects and employees.

That's why David Lorenzo's book, Career Intensity, is so valuable. Lorenzo provides concrete ideas and steps to take that will show you how to ignite your career and "brand" yourself for business success.

I especially liked the stories of executives and entrepreneurs of all stripes that demonstrate his career intensity principles.

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