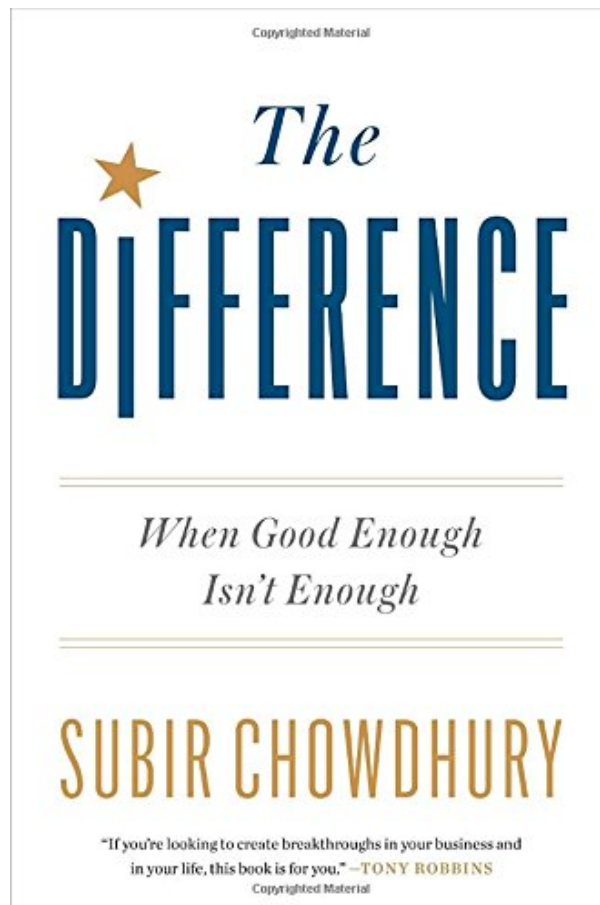


# THE DIFFERENCE: WHEN GOOD ENOUGH ISN'T ENOUGH BY SUBIR CHOWDHURY



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**SUBIR CHOWDHURY**

"If you're looking to create breakthroughs in your business and  
in your life, this book is for you." —TONY ROBBINS

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## Review

### Praise for *The Difference*

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"A disarmingly powerful, fresh-news slant on why and how people (you and I and everyone we work for, or with, or work for us), are the most important factor in every facet of business success, and why so many miss the mark. If you're looking to create breakthroughs in your business and in your life this book is for you."

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If you saw a toothpick on the floor, what would you do?

This seemingly innocuous question was posed to Subir Chowdhury by one of his longtime clients, and ultimately lead him to a profound realization: good enough is not enough. The best processes in the world won't work without developing the kind of mindset — a caring mindset — that is needed to achieve real and sustainable change in both organizations and individuals.

In his compelling new book, bestselling author and globally recognized management consultant Subir Chowdhury tackles an issue that has haunted him in his work with many of the world's largest organizations. Why is it that some improve only incrementally, while others improve 50 times that? The ideas and training are exactly the same. What is the difference?

The difference, Chowdhury explains, is the ability to nurture the skills, loyalty and passion of the people who make up an organization. It is a culture built on straightforwardness, thoughtfulness, accountability and resolve. Organizations and individuals that embrace all of these "STAR" attributes—not just one or two of them—will shine. He goes further, showing us why having a caring mindset outside of work is integral to both personal and professional success.

A powerful guide to living a successful life and career, *The Difference* will inspire you to be the difference — at work or home.

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- Binding: Hardcover
- 144 pages

## Features

- Crown Business

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0 of 0 people found the following review helpful.

A must read book

By Mike

I want to express my gratitude and thank the author Subir Chowdhury for the book-The Difference: When Good Enough isn't Enough. It was an excellent read and refreshing at the same time. It was very informative and provided great examples that are core values in any setting that can be in family, work or social. But I found the book personable at the same time. I related in all levels that it helped me understand that I was not alone in being straightforwardness, accountable, thoughtful (working progress still) and resolve that makes up what is STAR.

I see that we live in a world that doesn't appreciate these values. A good portion are looking for a quick fix to problems, that in due time will reappear again at another level as time goes by. I always believed to fix a problem you need to take the time to find the root and work from their to managed it. By being straightforward, thoughtful, accountable and resolved it can be beneficial for all parties. The book is instrumental for any person to read and learn how to put this in practice to resolve any issue at hand.

Lastly, the author's grandfather was a wise man who taught him many valuable lessons to use and show others as well as his parents. Those values are more valuable than anything else. I'm grateful that he shared those memories in the book. It made me think about my father in how he showed me many lessons that I didn't understand, but now understand fully what he meant. He wanted all his children to be educated and succeed in life. We did, but I took it the furthest to obtained my MBA. I appreciate what I have in my life and thank those who helped me get to my goals. It's true the pen is more than the coin when you look at now as adults.

So thank I Subir for making me re-evaluate my life with this book.

Michael Medina

8 of 9 people found the following review helpful.

When Good Enough Isn't Enough

By Rick

If you are a leader, C-Level or lower, if you have reports you must read Subir Chowdhury's book: The Difference, When Good Enough Isn't Enough. This is a quality read on caring in the work place and being straight forward. Many great lessons to be learned. Be humble enough to set aside your pride and read this book. Use the lessons to change how you practice your corporate culture. This book will help you learn to be your best self.

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concise, practical advice

By nj2013nyc

The book is spot on about what's important for a company to succeed--the drive for quality has to come from the top, and indifference is bogging down businesses everywhere.

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