



Zig Ziglar's Life Lifters

By Zig Ziglar

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For over thirty years, Zig Ziglar has been in the business of encouragement. This beloved author and speaker has shared his wisdom, his sorrows, his humor, and his faith with millions who are the better for it. Zig continues his life's mission with a new book designed to encourage and build hope, whatever your life circumstances are. Life Lifters offers vignettes on various topics such as attitude, love, inspiration, relationships, goal setting, and motivation that will help you become "excited about your country, your family, and your future" and will provide you a lift in your attitude and enjoyment of life.

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Zig Ziglar's Life Lifters By Zig Ziglar Bibliography

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Editorial Review

From Publishers Weekly

Motivational and salesmanship guru Ziglar, author of *See You at the Top*, draws on parables, inspirational true-life stories, biblical injunctions, neurological research and the aphorisms of thinkers from Hegel to Dr. Seuss in this usually commonsensical if none-too-profound self-help tract. Ziglar's 56 brief chapters of advice cover a wide range of topics, including parenting (spank judiciously), education (consider home-schooling and vouchers), salesmanship (do little things for customers) and weight loss (when all else fails, trust in God.) Mostly, though, he reminds us that happiness lies in moving beyond self-centeredness and attending to the needs of others: "you can have everything in life you want if you will just help other people get what they want." Ziglar's is a sober and incremental approach to self-improvement, with the emphasis on inculcating steady habits of thoughtfulness towards others, perseverance and positive thinking; he feels that cultivating the outward forms of good behavior can eventually work profound changes on inner attitudes. Civility is therefore a persistent theme: Ziglar exhorts Tiger Woods to clean up his language, extols a Louisiana law compelling schoolchildren to say "sir" and "ma'am" and opines that "a woman loses some of her femininity when she resorts to vulgar talk." Ziglar's genteel nostrums (like a "National Kindness Day") can seem superficial. But compared to other bland and turgid self-help books, his sermons are well paced and pointed, and make his age-old nuggets of wisdom go down easy.

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About the Author

Zig Ziglar is a talented author and speaker who, since 1970, has traveled over five million miles delivering his message of hope and enthusiasm. He has written twenty-three celebrated books on personal growth, leadership, sales, faith, family, and success.

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