

Twelve And A Half

by VAYNERCHUK, GARY

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In his sixth business book, bestselling author, entrepreneur, and investor Gary Vaynerchuk explores the twelve essential emotional skills that are integral to his life and business success and provides today's (and tomorrow's) leaders with critical tools to acquire and develop these traits. For decades, leaders have relied on hard skills to make smart decisions, while dismissing the importance of emotional intelligence. Soft skills like self-awareness and curiosity aren't quantifiable they can't be measured on a spreadsheet and aren't taught in B-schools or emphasized in institutions. We've been taught that emotional intelligence is a nice to have in business, not a requirement. Gary's secret to success is using these twelve traits in varying mixtures, depending on the situation.

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