

Maximize Your Potential: Grow Your Expertise, Take Bold Risks & Build an Incredible Career (The 99U Book Series)

By Jocelyn K. Gleib, 99U



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Success isn't about being the best. It's about always getting better.

Can you step outside your comfort zone? Bounce back from failure? Build new skills? Tapping into your true potential is no idle endeavor. It demands creativity, dedication, and a whole lot of hustle.

With wisdom from 21 leading creative minds, 99U's *Maximize Your Potential* will show you how to generate new opportunities, cultivate your creative expertise, build valuable relationships, and take bold, new risks so that you can utilize your talents to the fullest.

Maximize Your Potential features contributions from: Teresa Amabile, Sunny Bates, Michael Bungay Stanier, David Burkus, John Caddell, Ben Casnocha, Jack Cheng, Jonathan Fields, Joshua Foer, Jocelyn K. Gleib, Heidi Grant Halvorson, Frans Johansson, Steffen Landauer, Mark McGuinness, Cal Newport, Robert Safian, Michael Schwalbe, Tony Schwartz, Tina Seelig, and Scott H. Young. Plus, a foreword from Behance founder & CEO Scott Belsky.

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Editorial Review

Amazon.com Review

A Closer Look at *Maximize Your Potential*



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Review

"*Maximize Your Potential* is an authentic, powerful guide to making the most of your innate talents. When 'follow your passion' just doesn't cut it, this book gets to the heart of how to make your long term career goals a reality." —**Tina Roth Eisenberg, SwissMiss.com**

"A no-nonsense, experience-tested, life-approved cookbook for creative intelligence, exploring everything

from harnessing the power of habit to cultivating meaningful relationships that enrich your work to overcoming the fear of failure.” —**Maria Popova, *Brain Pickings***

“This isn’t for everyone—certainly not those who choose feeling helpless over trying to make something work. But if you’re looking to understand creativity through science and psychology with well-documented examples from ancient and modern history, *Maximize Your Potential* could be your literary jam.” —**Kiran Umaphy, *Holiday Matinee***

“*Maximize Your Potential* is full of wisdom for helping you take control of your career and navigate the waters yourself.” —**Shane Parrish, *Farnam Street***

About the Author

99U is on a mission to provide the "missing curriculum" that every creative person and team needs to make ideas happen. 99U is part of Behance, a team devoted to empowering and connecting the creative world.

In this ongoing book series, 99U shares pragmatic, action-oriented insights that are designed to help you become a better manager of your ideas, your time, and your creative career. Dozens of thought-leaders and creatives have contributed to the series, including Seth Godin, Gretchen Rubin, Stefan Sagmeister, Tony Schwartz, Steven Pressfield, Scott Belsky, Leo Babauta, Tina Seelig, Joshua Foer, Teresa Amabile, Frans Johansson, and many more.

The series is edited by Jocelyn K. Gleib, Director and Editor-in-Chief of 99U. Jocelyn oversees the 99u.com website—which has won two Webby Awards for "Best Cultural Blog"—and leads the curation and execution of the popular 99U Conference. Prior to joining 99U, Jocelyn was the global managing editor at the online media company Flavorpill. She is passionate about creating content-driven products that people love.

Users Review

From reader reviews:

Joshua Montgomery:

Why don't make it to become your habit? Right now, try to prepare your time to do the important action, like looking for your favorite reserve and reading a guide. Beside you can solve your condition; you can add your knowledge by the e-book entitled Maximize Your Potential: Grow Your Expertise, Take Bold Risks & Build an Incredible Career (The 99U Book Series). Try to make the book Maximize Your Potential: Grow Your Expertise, Take Bold Risks & Build an Incredible Career (The 99U Book Series) as your buddy. It means that it can be your friend when you sense alone and beside associated with course make you smarter than before. Yeah, it is very fortunate for yourself. The book makes you far more confident because you can know every thing by the book. So, let me make new experience in addition to knowledge with this book.

Thomas O'Brien:

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