



Fierce Optimism: Seven Secrets for Playing Nice and Winning Big

By Leeza Gibbons

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Attitude can be sexy— a practical and inspirational guide for using kindness and positivity as a winning strategy from *Celebrity Apprentice* champion, Hollywood veteran, and *New York Times* bestselling author Leeza Gibbons.

We live in a winner-take-all world, in which only the toughest thrive. On the surface, from the living room to the boardroom, it's certainly no place for nice. Civility and kindness are often the price of admission, and empowering communication is checked at the door.

Leeza Gibbons is a culture changer who doesn't "mess with mean." She has fiercely redefined optimism, and used positive communication as an empowerment strategy to win with class. She refuses to sacrifice kindness as she has succeeded in getting ahead. Working for decades in an intense, often merciless industry that rewards novelty, ruthlessness, and the next big thing she has applied smart principles and excelled through savviness—without having to sell her soul or fake it.

But redefining nice does not mean being a pushover. As the winning contestant on the hit show *Celebrity Apprentice*, the former host of *Entertainment Tonight* relied on her fresh and authentic "no drama" mentality and smart strategies to outmaneuver the other contestants without disempowering them. Throughout the competition, Leeza kept her cool and, most importantly, remained true to herself and her values. In this book, she reveals the secrets of her years of success and bares the stories and vulnerable moments that led to where she is today. Her success is proof that optimism works. You can play it your way and still win.

In *Fierce Optimism* Leeza combines stories from her own life and tales of other pioneering business leaders with core principles that others can apply to take them to the next level of success:

- Engage optimism and kindness as your competitive edge
- See success unshared as failure

- Empower the team, and *you* win
- Pay it forward by mentoring others
- Be transparently you

Filled with down-to-earth advice and empowering stories, *Fierce Optimism* makes clear that with kindness, authenticity, and smart teamwork, you can be nice—and win.

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Editorial Review

From the Back Cover

Excited About Today

Say Yes

Love Your Haters

Get Back UP

Use This Moment

In our winner-take-all culture filled with divisive rhetoric, snarky headlines, and ruthless business practices, Celebrity Apprentice winner and beloved former host of *Entertainment Tonight* Leeza Gibbons stands apart from the pack. For more than four decades, the Hollywood insider has been guided by a unique set of principles that have shaped her career and helped her come out on top even in the most difficult of circumstances. Now the entertainment industry powerhouse, mother of three, and entrepreneur who can “stump Trump” shares her strategies for navigating everything from backstabbing in the boardroom to betrayal in the bedroom. With candor, wisdom, and heart, Leeza’s revealing stories will show you how to drop the drama, recover from heartache, and keep your eyes on the prize and win.

“You lead with kindness. . . . You really have tremendous talent and tremendous leadership.”—Donald Trump, *Celebrity Apprentice*

About the Author

Leeza Gibbons is an Emmy Award–winning television personality, successful businesswoman, social entrepreneur, and author. From hosting *Entertainment Tonight*, her daytime talk show *Leeza*, the PBS news show *My Generation*, and the TV newsmagazine *America Now*, she is one of the best known and best loved hosts on the air. Through her *New York Times* bestseller *Take 2: Your Guide to Creating Happy Endings and New Beginnings* she made the case for playing by your own rules and she used that philosophy to win NBC’s *Celebrity Apprentice*, becoming the second woman ever to earn the title. In 2002, she founded the Leeza Gibbons Memory Foundation, which offers free services for family caregivers through its signature program, Leeza’s Care Connection. She lives in gratitude with her husband in Los Angeles and has three children, a dog, and a cat.

Users Review

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Joan Marcial:

Do you have favorite book? For those who have, what is your favorite's book? E-book is very important thing for us to find out everything in the world. Each publication has different aim or maybe goal; it means

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Kimberly Hogan:

Is it anyone who having spare time after that spend it whole day by simply watching television programs or just lying on the bed? Do you need something totally new? This Fierce Optimism: Seven Secrets for Playing Nice and Winning Big can be the solution, oh how comes? A fresh book you know. You are consequently out of date, spending your spare time by reading in this completely new era is common not a geek activity. So what these publications have than the others?

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