

HEIDI GRANT

Author of *9 Things Successful People Do Differently*

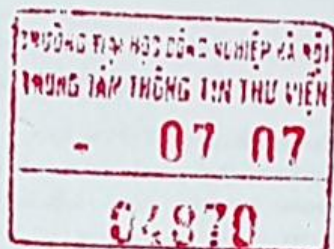
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*How to
Get People to
Help You*

HARVARD BUSINESS REVIEW PRESS

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*Part
One*

Asking for Help Is the Worst

"Everyone—seriously, *everyone*—will benefit from reading *Reinforcements*. With graceful prose and a firm grasp of the science, Heidi Grant shows how to seek assistance in ways that leave both the asker and the helper feeling positive, effective, and ready to help again."

—DANIEL H. PINK, author of *When and Drive*

"No one can do it alone. Whatever your project, mission, or job, you'll almost certainly need assistance to succeed. Heidi Grant's *Reinforcements* shows you the path forward."

—DORIE CLARK, author, *Entrepreneurial You* and *Reinventing You*

"As always, Grant provides a masterful blend of theory and practical advice that is as entertaining as it is useful."

—ART MARKMAN, Founding Director, Human Dimensions of Organizations program, University of Texas; author, *Smart Thinking* and *Brain Briefs*

"This brief but brilliant book will have a lasting impact on how you ask for (and get) more help in your work and life."

—DAVID BURKUS, author, *Friend of a Friend*

"A powerful, practical book on how to attract allies and gain support for your ideas. Required reading for anyone who wants to get things done with the help of others."

—THOMAS WEDELL-WEDELLESBORG, author, *Innovation as Usual*

"*Reinforcements* is a delightful and surprising masterpiece. Grant's compelling weave of stories and studies shows how to ask for help (and how not to), and—believe it or not—why, when you ask others for help, you get a big favor."

—ROBERT SUTTON, professor, Stanford University; author, *The Survival Guide* and coauthor, *Scaling Up Excellence*

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