

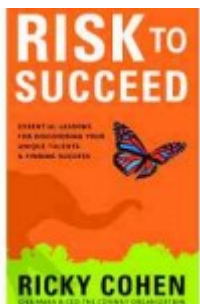
Book lays out a path for career success

By Kathryn Reed

We can learn a lot from animals – especially butterflies and elephants.

With these two as the main “characters” in “Risk to Succeed: Essential Lessons for Discovering your Unique Talents & Finding Success”, author Ricky Cohen is able to connect to readers in a way that isn’t preachy and is captivating.

Self-help type books are not something I usually read. And it’s not because I don’t need help. But it takes being sent a review copy (as was the case here) or a friend recommending the book for me to start turning the pages.



Cohen is the former CEO of Conway Stores, one of the top discount retail chains in the country. He is the current CEO of the Conway Organization, a holding company with a large real estate and operating portfolio. The book was published this year.

The book could easily be read and reread at various times in a person’s life because of the struggles that seem to crop up from time to time. It’s a reminder to look at the big picture, that work is not the answer to total happiness and that success can be defined various ways.

I can see this book appealing to people starting off in a job – or those still in college – as well as seasoned workers who are needing to be recharged.

“Risk to Succeed” also points out how failing publicly can be liberating, as it becomes one of life’s lessons. And as with

so many of life's lessons, while they may not be fun to go through at the moment, they often make us stronger and more appreciative.

With a butterfly's help, an elephant is able reach her full potential in "Risk to Succeed". This book might do the same for you.