



a lifestyles exclusive:

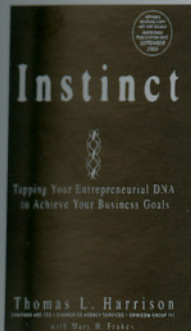
Rupert Murdoch

A Friend In Deed

in this issue:

Nelson Peltz: For The Right Reasons

Elizabeth Reaser: Talented Beauty



INSTINCT: Tapping Your Entrepreneurial DNA to Achieve Your Business Goals

by Thomas L. Harrison with Mary H. Frakes (New York: Warner Business Books, 2005) 245p., US\$24.95. CAN\$33.95.

Is the ability to succeed in business hardwired into our DNA? Are entrepreneurs, like racing thoroughbreds, simply born to win? This is the first book to apply the tools and insights of human genome research to the concept of success. Harrison, a corporate CEO who began his

career as a cell biologist, argues that successful people, particularly successful entrepreneurs, tend to have certain identifiable talents encoded in their genes. Yes, there are "born entrepreneurs," and genetic traits and markers, from risk-taking and openness to conscientiousness and assertiveness, that predict their eventual triumphs, characterize their lives and work. But does that mean the rest of us are doomed to failure? Absolutely not. None of us has perfect genes. In fact, knowing who you are, in terms of your "DNA for success," enables you to adopt compensating strategies that will allow you to win. Through detailed personal evaluations, Harrison shows readers how to assess themselves and leverage their individual strengths—so they can begin taking advantage of what he calls "the success high."