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Robert Vetere

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From Wags to Riches



*How Dogs Teach Us to Succeed
in Business & Life*

Robert Vetere with Valerie Andrews

FOREWORD BY DR. MARTY BECKER

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Robert Vetere : From Wags to Riches: How Dogs Teach Us to Succeed in Business Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised From Wags to Riches: How Dogs Teach Us to Succeed in Business Life:

1 of 1 people found the following review helpful. Great lessons for work or homeBy kskinctAs someone who has

managed at least 100 people over time, is an executive coach and competes in dog sports, this book appealed to me on many levels. Mr. Vetere's book reveals a humane as well as practical approach to managing people and dog training. With several suspect (dominance-based) dog trainers receiving attention and managers and workers crushed by ever-increasing demands for productivity, the simple kindness and positivity of the book is a relief -- and a proven way to achieve your goals. Most workers are conscientious people who want to do well. Appealing to them in a positive way is the best way to win their enthusiastic and dedicated cooperation and attitude. For any manager who prefers your employees approach work positively and with some enthusiasm despite the demands, this is a terrific primer. 2 of 3 people found the following review helpful. Sit. Read. Enjoy. Apply. Benefit! By Marty Becker I've read books on management and teamwork since before I got into veterinary school over 30 years ago and my bookshelves still sag from the volumes. Vetere's incredible new book "Wags to Riches" is a unique, fresh look at management, motivation, teamwork and self-improvement and is my new "pick of the litter." In these topsy-turvy times we all need an edge, a lift, a new strategy to thrive and not just survive and this book will make you, your career and life better. Order "Wags to Riches" today --- for yourself, or as a gift --- doctor's orders! :-)

0 of 1 people found the following review helpful. An insightful and entertaining take on the challenges of managing people By NBToday's workplace requires a more open-sourced, hands on approach to managing the people you work with. Vetere's book uses a unique and informative viewpoint to help lay out the best tools to be successful in your interactions with other people by drawing inspiration from your dog. Filled with anecdotes from Fortune 500 CEOs and Vetere's own experiences in business and the pet industry, Wags to Riches is both an entertaining book and an inspirational one at the same time. While the book mostly focuses on workplace interactions, the lessons gleaned from reading this book are easily applicable to day-to-day interactions with people. Openness, teamwork, and leading by example are virtues that will foster success in almost any situation. Wags to Riches' ability to draw parallels between your interaction with your dog and how those interactions can be applied to other situations in your day-to-day life make this book very enjoyable to read.

Move over Jack Welch and Warren Buffett. The new role model for business leaders isn't a corporate superstar or one of America's wealthiest tycoons. It's the family dog. What can man's best friend teach us about building stronger, more collaborative organizations? Plenty. In *From Wags to Riches*, management expert Robert Vetere explores how our partnership with dogs, going back to the first human settlements, provides an intriguing model for teamwork in the corporate world. As president of The American Pet Products Association, Vetere has partnered with Purdue University researchers to explore the human-animal bond. Here, he also considers what dogs teach us about intimacy and relationships and tells why they've become the center of American family life. With interviews from CEOs who've learned important lessons from their dogs, *From Wags to Riches* shows how you can apply insights from dog trainers and animal behavior experts to boost creativity and build a playful environment where people feel free to innovate. Vetere demonstrates that canine-like qualities such as sharing responsibility across pack members and tuning into each other's needs and emotions by observing facial expressions and body cues can dramatically improve your personal effectiveness and ability to lead. *From Wags to Riches* contains practical tips and canine insights for any dog lover who aspires to become leader of his or her pack.

"This book doesn't rely on outdated theories about pack leadership with alpha dogs attempting to achieve world domination. *From Wags to Riches* beautifully illustrates what modern behavioral science tells us: the most effective leaders (dog or human) don't force their will on others—they find out what motivates their followers and help them make good choices." Victoria Stilwell, world-renowned dog trainer and host of *Animal Planet's "It's Me or the Dog"*

"Bob Vetere has been a professional champion of a surprisingly resilient sector of our economy: pets. We may scrimp on ourselves, but we'll always find a way to afford the best food for Fido. Now, with *From Wags to Riches*, he explains how business success flows from our understanding and adopting some of the same traits animals use to win our devotion. A fun read for alpha CEOs as well as bystanders at the corporate dog run!" Michael Schaffer, author of *One Nation Under Dog*

In this fun read, Robert Vetere brilliantly develops this metaphor between dog-human relationships and solid, collaborative business practices by offering examples from his own fascinating experiences as a successful businessman. Even if you're not a business executive or MBA student, *From Wags to Riches* offers lessons on business (and life) that everyone should know. Dr. Alan Beck, Director, Center of the Human Animal Bond, Purdue Veterinary Medicine, Purdue University I am a dog lover for over 58 years and have been a business entrepreneur for the past 30 years. How Bob has connected the dots between the similarities of dogs, people, relationships and business is just phenomenal. Every MBA student, every executive looking to move ahead and maybe any manager struggling with responsibility, along with anyone who loves dogs and business, needs to read this book. Every chapter is absolutely illuminating and intuitive. At the end of the day, *From Wags to Riches* was like eating comfort food made me feel warm and cozy. We all can learn a lot from this well-written and entertaining book. Thomas A. Cook, Managing Director and CEO, American River International, LTD