



Why Loyalty Matters: The Groundbreaking Approach to Rediscovering Happiness, Meaning and Lasting Fulfillment in Your Life

Timothy Keiningham, Lerzan Aksoy

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For decades we've been told that we live in fast-paced, dog-eat-dog world, that loyalty gets you nowhere, and that we must look out for number one! We've been told that to succeed we have to constantly reinvent ourselves, let go of past relationships, and move on to greener pastures. And we've been told that all this is good.

But it's not good.

Why Loyalty Matters is grounded in the most comprehensive study of loyalty ever conducted, and what it reveals can change your life. The science is very clear – when it comes to business success, satisfaction in our relationships and even overall happiness, loyalty is essential.

Renowned loyalty experts Timothy Keiningham and Lerzan Aksoy combine their own groundbreaking research with the leading thinking in philosophy, sociology, psychology, economics and management to provide a comprehensive guide to understanding what loyalty is, what it isn't and how to unlock its power in your personal and professional life.

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