

PREFACE

The textbook "Mastery of Success in Marketing and Management – Physical body and success " will enable students to get a broader picture of the key skills needed for success during the transition to the new era of life and business that is surely ahead of us.

Success requires state, not just knowledge. Achieving material goals requires spiritual elevation. To raise the level of service or product quality, it is necessary to bring the team to a state of excellence.

Key factors in every business aspect are body and its fuel, which is manifested in various forms such as motivation, willpower, good mood, health, creativity, ability to solve problems and inspire oneself and others.

Realizing the importance of the physical fitness as crucial skill for achieving success, the goal of this textbook is to provide information on the most useful techniques that will put you in a state of excellence.

The quality of these techniques is recognized worldwide. Some of them have an ancient character and were used thousands of years ago, and some of them experienced their expansion thanks to modern sciences such as neuroscience, positive psychology, epigenetics, energy psychology and modern leadership.

The main advantage of skills for success is their practical application. The power of practical application of the techniques is in the improved results and the changes they bring, such as changes in attitude, beliefs, habits, and behavior.

Therefore, this book is full of practical examples, specific guidelines and exercises that will help you understand the skills for success, and their prompt application in order to fulfill life tasks more successfully.

This book takes you through the systems of managing the body, beliefs, mindset, goals, and communication, and then brings you closer to the overall importance of these systems in new age leadership and the mission of creating a healthy company.

In a person's life there are many journeys. Some of them are shorter and some are longer. Sometimes it seems like the furthest journey is from the head to the body, so this book aims to embark you on this journey equipped with the highest quality equipment so you could complete it easily and successfully.

Your task is to realize the highest need on Maslow's hierarchy of needs, which is the need for self-actualization, by understanding and applying skills for success. Also, we want you to transfer your change to your environment and thus improve the functioning of marketing and management.

A self-actualized person is able to make a contribution to society and the generations that remain behind us, and we wish you to make your mark on the universe more significant than you have ever expected.

Authors