



Books Worth Reading

One-Minute Apology

(NAPSA)—Love may mean never having to say you're sorry, but in most relationships—from family to friendships to business—there are times when you must swallow a little pride and take the blame for what has happened.



Apologies may not be easy, but these don't have to be impossible, either. In fact, according to a new book, apologizing effectively can be an instrumental tool for succeeding in business and in life.

The One Minute Apology: A Powerful Way to Make Things Better (William Morrow, \$19.95), by Ken Blanchard and Margret McBride, teaches readers how to accept responsibility for their mistakes and address the damage with integrity. In a One Minute Apology, there are no excuses, no self-victimization and no drama. Instead, it's simple, to the point and a powerfully effective means toward improving relationships.

The book offers an amazingly simple idea that is one of the strongest actions people can take for improving morale—among colleagues, employees, family and friends.

The One Minute Apology is available in bookstores. To learn more, visit www.harpercollins.com.