

The Secret Advantage

author: Earl Nightingale

2026-08

Synopsis

author	Earl Nightingale
readBy	Earl Nightingale, Joe Nuckols
inLanguage	english

Powerful Earl Nightingale messages organized into four skill sets demanded by leading corporations.

C - Competency and how to be the best prepared for any top position in any company

O - Opportunity and the ways entrepreneurs discover the next great business

R - Results you can expect when using these skills

E - Effectiveness shows how to put these principles into action.

The complete program includes 64 episodes - over 21 hours of life-changing powerful ideas. All you need is one idea that engages your unlimited potential, and you will get anything you want.

Today the new competitive landscape of our changing world creates unlimited opportunities. Technological revolution and globalization offers new challenges; however, personal development skills are critical in any age. Competition today requires new types of leaders that understand social media, search engines, and product development. All of these things are irrelevant without the core competency to get a job and rise to the top.

Top of mind at all companies is the focus on developing human capital. Every expansion into a new techno-driven world requires highly motivated, fully functioning human beings. The smart companies recognize the value of investing in the right people at the right time. The secret advantage is to develop those core principles to stand out front of any and all competition.

No other contemporary author and speaker of the 20th century had more impact than Earl Nightingale. His partnership with Lloyd Conant and the leadership of Vic Conant delivered the skills and attitudes to millions that have created the best companies on the planet.

The Secret Advantage: Core Fundamentals to Get Anything You Want is a compilation audio program that features the most important messages for success in the 21st century. The extensive library of Earl's works from hundreds of hours of the best-selling programs and thousands of radio broadcasts have been researched, edited, and organized in this new format.

Reader's comments

comment 1:

â€"â€" ()