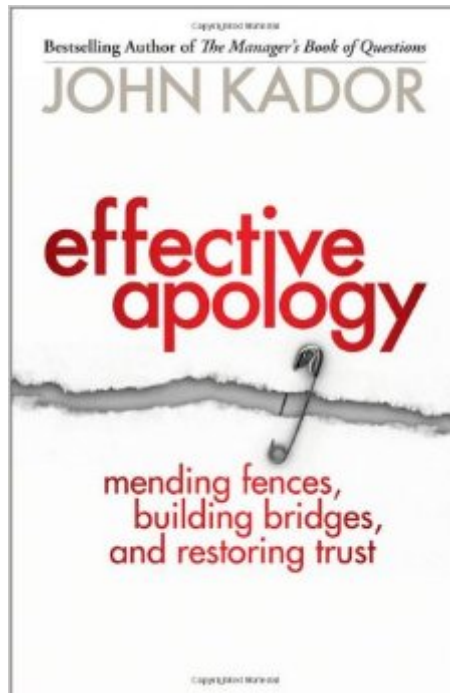


The book was found

# Effective Apology: Mending Fences, Building Bridges, And Restoring Trust



## Synopsis

Progress is made one apology at a time. Politicians apologizing, celebrities needing to apologize, and business leaders failing at the attempt fill today's headlines. But we don't need more apologies, says John Kador. We need more effective ones that restore strained relationships, create possibilities for growth, and generate better outcomes for all. "Effective Apology" challenges you to think about the fundamental value of an apology, to you and the receiver, as it explores in detail the key dimensions--what Kador calls the Five Rs--of a wholehearted apology, one that heals and renews. Kador also offers advice on how to accept or reject an apology, ten apology dos and don'ts, and a quiz to test your Apology Quotient. With over 70 examples of the good, the bad, and the ineffective apology in action, no other book combines such a practical, how-to approach with a rich analysis of what it takes to make an apology work.

## Book Information

Paperback: 273 pages

Publisher: Berrett-Koehler Publishers; 1 edition (May 1, 2009)

Language: English

ISBN-10: 1576759016

ISBN-13: 978-1576759011

Product Dimensions: 5.5 x 0.8 x 8.4 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (16 customer reviews)

Best Sellers Rank: #226,807 in Books (See Top 100 in Books) #107 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #1109 in [Books > Business & Money > Skills > Communications](#)

## Customer Reviews

They should require this in business management classes, but it can also be applicable to personal relationships. There were a lot of anecdotal cases about business or public figures that went into great detail. That being said, I'd love it if the author had a version geared more toward apologizing to individuals. It did make me realize how difficult it is to apologize properly and what makes an apology effective or not.

When I first heard about this book, I thought it might be hard to write an interesting book on apology. Boy John, I'm sorry, I was wrong. We all screw up and too often, we ignore or gloss over an

apology. Ineffective apology can undermine our power as a manager and it can weaken our friendships. Lack of apology does worse. John Kador does a terrific job providing a sound foundation of both when we should apologize and how we should do it effectively. He includes plenty of personal and public examples so we can see how people have apologized poorly and how they have done it well. The book comes complete with checklists and simple rules for us all. This is a terrific book--one that all of us should read.

I'll admit, when I saw how thick this book was, I thought, "A 200+ page book? On apologizing? Really?" Really. Hands down, this is one of the best personal development books I've ever read. The author goes beyond how to simply apologize and strikes a deep emotional chord on what the act means for everyone involved. For him, apologies are not just about saying, "I'm sorry." They are about transformation. A heartfelt, effective apology fundamentally changes the offender and, quite possibly, the offended. This is not an academic treatise on apologies. Rather, it is about how to sincerely and practically carry out one of the most personal and necessary human interactions. From true-to-life examples ranging from international icons to everyday people and even the anonymous, the author shows how the right words with the right intent can erase years of guilt, restore relationships, and even save companies millions of dollars. Moreover, I love the candor and sincerity with which he relates stories close to his own heart. I am buying this book for a few people close to me and recommending it to everyone else. A gem.

John Kador's Apology book is yet another insightful book in his numerous publications. It is a great read with numerous "real world" examples and anecdotes. Apologies are never easy nor forthcoming for many people. His book drives home an underlying message that many of us have forgotten; apologies don't mean you are weak; it just means you are human and have the integrity to admit mistakes. The messages in his book are appropriate to every person whether or not they run a business or just dealing with friends, colleagues, spouses and partners. I would recommend this book as a definite must read. John Sifonis

This book is very timely, and should be required reading for corporate executives, and is helpful reading for use in all sorts of human relationships. Since mistakes cannot be completely avoided, this book offers great insights in how to deal with those mistakes, and how to avoid exacerbating them with denial, blame-shifting, or excuses. It's unfortunate that there is such a great need for this book at this time, but it's fortunate that this book is available, and hopefully will be

widely read and applied.

When it comes to giving an apology, practice does not make perfect. What you need to do can be found in "The Effective Apology." Execs who trip on the honesty trail would do well to reflect on what their mothers may have taught them: for an apology to be real you must feel sorry, say you're sorry and show you're sorry. Anyone who needs to have their memory refreshed couldn't find a better source than John Kador's "The Effective Apology."

Mistakes and misconduct are no longer private matters. With video-sharing Web sites and the proliferation of cellphone cameras, technology can expose every blunder and make it fodder for public opinion. Now, more than ever, it's crucial to admit when you've made a mistake, earnestly say you're sorry and back up your regret with action. John Kador explains how. He outlines the five elements of an effective apology - "recognition, responsibility, remorse, restitution and repetition" - and describes how to use them. He reinforces his suggestions with real examples of people who've succeeded or failed in an attempt to apologize. getAbstract recommends this book to managers in every field, and to anyone who wants to build strong relationships. And if it does not meet your needs, well, someone owes you an apology.

Apologies, like shaking hands, welcoming someone into your home, giving a gift, is a universal social act. A few words, it can make or break even longstanding relationships. I can say with confidence that everyone should read this book, because it's not only a social skill that everyone should have, but John Kador writes so crisply and concisely, so warmly and intelligently, about the topic, it makes for a marvelous read. Highly recommended! This book is for my "keeper" shelf.

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