The 3rd Alternative: Solving Life's Most Difficult Problems

By Stephen R. Covey

RPP: $30
AIM Member: $27

Author of the 1989 bestseller The 7 Habits of Highly Effective People, Covey is an organisational consultant, teacher and leadership expert who was named one of TIME Magazine's 25 most influential Americans. He's also been awarded 10 honorary doctorates.

This latest offering focuses on a new way of thinking about conflict resolution, mediation and negotiation, both professionally and personally.

According to Covey's theory, where the First Alternative is "my way" and the Second Alternative is "your way", a fight often comes down to a question of whose way is better. Covey's Third Alternative allows both parties to emerge from debate or even heated conflict in a far better place than either had envisioned. With the Third Alternative, nobody has to give up anything and everyone wins. Who wouldn't like the sound of that?

The book profiles so-called Third Alternative thinkers who set out to provide creative solutions, peace and healing. It aims to offer practical advice to allow readers to drive positive results rather than facing escalating conflict.

Covey advocates "building strong relationships with diverse individuals based on an attitude of winning together", and sees this as his "legacy book."