

THE FOLLOW-UP TO THE ACCLAIMED  
*DON'T EAT THE MARSHMALLOW...YET!*—  
A NEW YORK TIMES BUSINESS BOOK OF  
THE MONTH, WITH MORE THAN  
A MILLION COPIES SOLD

# Don't Gobble the Marshmallow... Ever!

The Secret to Sweet Success  
in Times of Change

Joachim de Posada  
and Ellen Singer

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*The Secret  
to Sweet Success  
in Times of Change*

by Joachim de Posada  
and Ellen Singer

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## What do four-year-olds know about success that you don't?

*The power of delayed gratification is the most underestimated and important principle to success in today's fast-paced, connected and consumer-centric society.*

In a landmark study by Stanford University, preschoolers were each given a marshmallow to hold with a small caveat: Eat it now, or wait 15 minutes and receive another, doubling the treat.

Researchers followed the children and found - incredibly - that over time, those who waited became much more successful than those who did not.

Acclaimed author and speaker Joachim de Posada turned this research into *Don't Eat the Marshmallow...Yet!*, a book picked by the *New York Times* as a Business Book of the Month with more than two million copies in 20 different languages sold all over the world.

Now, in his follow up, *Don't Gobble the Marshmallow...Ever! The Secret to Sweet Success in Times of Change*, de Posada takes the principle of delayed gratification one step further: What can we do when we fall off the wagon? How do we realign our goals when debt creeps back into our lives?

Written for the business world but applicable to life as well, *Don't Gobble the Marshmallow...Ever!* shows that patience is told in simple parable, following the life of a chauffeur who has recently graduated and entered the business world.

He forgets the lessons learned in de Posada's previous book, but soon relearns that holding out for something he really wanted is far more satisfying than settling for whatever is available.

Including tools like the six step marshmallow plan, Joachim's 10 laws of life and his action steps, and **the most important secret for success that was auctioned off for \$1,500.00 in an entrepreneurs' conference in the aftermath of Hurricane Andrew.**

## Praise for *Don't Gobble the Marshmallow...Ever!*

*"...like Tony Robbins, Zig Ziglar, and Norman Vincent Peale all rolled into one."*

--Ray Pelletier

*"...more than just fluff. It's a recipe for long-term success."*

--Harvey Mackay, author of the #1 *New York Times* bestseller,  
*Swim with the Sharks without Being Eaten Alive*

*"...a great read, compelling story, and powerful life lesson!  
I'm going to get copies for all my children."*

--Dr. Tony Alessandra, author, *The Platinum Rule* and *Charisma*

*"Joachim's brilliant message is our world's best antidote for the 'Instant Gratification' maladies that are undermining our success and happiness as a society."*

--Robert Chesney, executive producer of *Window on Wall Street*

### ABOUT THE AUTHOR:

**Joachim de Posada** is a bilingual international motivational speaker, radio and TV personality, author and newspaper columnist who has spoken in more than 30 countries. He has consulted with NBA coach Del Harris, the LA Lakers, the Milwaukee Bucks, and several Olympic teams. His corporate clients include American Airlines, IBM, Merck, Sprint and Citibank.

He is the author of the bestselling *Don't Eat the Marshmallow...Yet!* and *How to Survive Among Piranhas: Motivation to Succeed.*