



# Don't Eat the Marshmallow Yet! The Secret to Sweet Success in Work and Life

By Joachim de Posada, Ellen Singer

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Arthur is a chauffeur who is intellectually gifted. Jonathan is no less bright than Arthur, equally hard-working, and a billionaire. So why is Jonathan in the back seat of the limousine and Arthur in the front? What explains the difference between success and failure? And what does it mean to you and your children?

Joachim de Posada, a world-renowned motivational speaker, found the answer in a landmark Stanford University study of children who were able to delay gratification-in the form of a marshmallow they'd been given to eat-with the promise that they'd be rewarded with an additional marshmallow if they resisted eating the first for fifteen minutes. Ten years later, the children who held out had grown up to be significantly more successful than those who had eaten their marshmallow immediately.

Posada saw that the key difference between success and failure is not merely hard work or superior intelligence, but the ability to delay gratification. "Marshmallow resisters" achieve high levels of success while others eat all their marshmallows at once, so to speak-accumulating debt and dissatisfaction despite their occupations or incomes. But it doesn't have to be that way. Using a simple parable and real-life examples (including basketball great Larry Bird and major league baseball catcher Jorge Posada, Joachim's cousin), this life-changing book shows readers how the moves made today can pay off big tomorrow-if they just don't eat the marshmallow...yet!

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### **Editorial Review**

#### **Review**

Posada is like Tony Robbins, Zig Ziglar, and Norman Vincent Peale all rolled into one --Ray Pelletier.

Don't Eat the Marshmallow...Yet! is 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*.

Successful people know that to get what you really want, you often have to pass on what is offered during the first round. Joachim de Posada's engaging style teaches all of us how to say I pass so that we can say I won --Pegine Echevarria, consultant, author, success coach, and creator of Team Pegine

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#### **About the Author**

Joachim de Posada, Ph.D., is a bilingual public speaker, radio personality, author, and columnist who has provided motivational coaching for the Milwaukee Bucks, the Los Angeles Lakers, and the Panamanian Olympic team. His clients include Verizon, Pfizer, Kodak, Xerox, 3M, and Continental Airlines, among many others. He is the author of **How to Survive Among the Piranhas**.

Ellen Singer is the award-winning author of the acclaimed memoir **Quicksand: One Woman's Escape from the Husband Who Stalked Her**.

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**Jerold Niemi:**

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