



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

*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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