



Smartcuts: The Breakthrough Power of Lateral Thinking (Paperback)

By Shane Snow

HarperCollins Publishers Inc, United States, 2016. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Serial entrepreneur and journalist Shane Snow delves into the reasons why some people and organizations are able to achieve incredible things in implausibly short time frames, showing how each of us can use these smartcuts to rethink convention and accelerate success. In every era, innovators from art to science to business have used what psychologists call lateral thinking to find better routes to stunning accomplishments. Smartcuts shows how they bucked the norm-and how the rest of us can too. Snow shatters common wisdom about success, revealing how conventions like paying dues prevent progress, why kids shouldn't learn multiplication tables, and how, paradoxically, it's easier to build a huge business than a small one. Smartcuts tells the stories of people who dared to work differently and lays out practical takeaways for the rest of us. It's about applying entrepreneurial and technological concepts to success in life and work, and how, by emulation, we too can leapfrog competitors, grow businesses, and fix society's problems faster than we think.



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Reviews

Excellent eBook and useful one. It can be really fascinating through looking at period. You can expect to like just how the blogger create this publication.
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Simply no words to spell out. It can be really fascinating through studying period of time. You will not really feel monotony at at any moment of your own time (that's what catalogues are for concerning if you ask me).
-- **Dr. Isabella Turner**