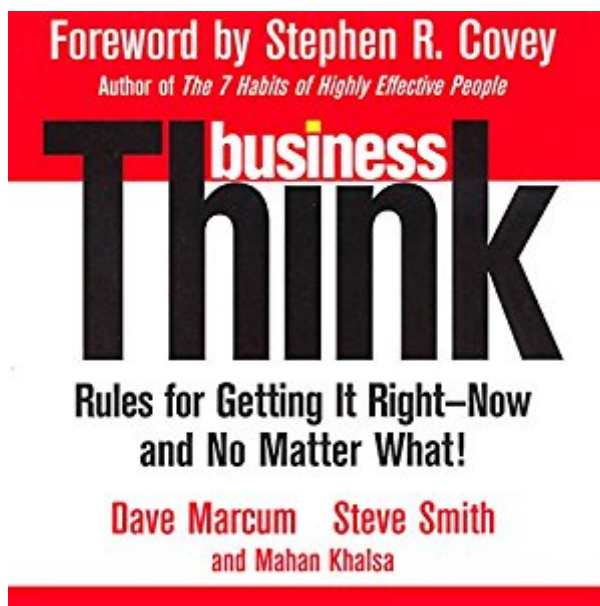


The book was found

# BusinessThink: Rules For Getting It Right - Now, And No Matter What!



## Synopsis

Over 50 percent of all business decisions fail; 82 percent of businesses go under before their 10th anniversary and 8 out of 10 new products fail. In direct contrast, research also shows that 91 percent of all businesspeople are as confident as ever in making decisions. Decision confidence is up. Success is down. While we are an inventive, entrepreneurial society, an innovation explosion has also been marked by business implosion. To improve the odds for success, the authors of businessThink deliver a revolutionary new method that bridges the monumental gap between the results businesspeople want and the failure they often get. The rules of businessThink provide tomorrow's leaders with the ability to create effective solutions and take themselves and their companies into the zone of optimum performance. businessThink transforms "workers" into businesspeople with provocative, powerful new rules that will help you: Make winning strategic business decisions; Have colleagues trust your judgment and leadership; Leverage and utilize your talents; Become highly influential and relevant; and Create business value. With rules like "Check Your Ego at the Door", "Move Off the Solution", "Create Curiosity", and "Get Evidence", businessThink goes where other business books are afraid to go and promises to significantly increase results by delivering hard-core business thinking and fusing it with high intuition and emotional intelligence to get it right - no matter what!

## Book Information

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## Customer Reviews

I try to read a few solid business books each year, and this one came recommended by someone of influence that I respect. I was delighted by the "Ego Alert" chapter which for me was a real gem that

I can use immediately. Pro: +Shingo Prize for Excellence winner +Straight-forward easy read +Solid Socratic chapter questions... I like books that end chapters with a few compelling questions to help one internalize what you've read +Excellent coverage of "humility"... do you have it? Should you? Con: -Seemed like the authors went out of their way to try to invent words and catchy phrases... this I think backfires more than it works. Just finding this book was almost impossible using "business" and "think" in the search! (This was at least true when I bought it.) -Too much reliance on "examples" to describe points. Some examples comprise nearly 100% of a concept. This is weak in my view. Bottom line: Recommended.

This is one of the best business books I read (listened to). A different approach, highly recommended!! I learned a lot from it

I was skeptical when the book was first given to me--I was tired of reading the same business cliches, but this book offers a truly valuable and practical way of looking at business decisions, business problems, and business people. I needed it. I wish every colleague, boss, and politician I ever doubted or wanted to knock sense into would read this book. Especially the part about EGO.

This is the second book I have bought as a gift for my friends. I think they like them just fine.

What a great new book. What caught my eye was how many heavy hitters (Tom Peters, Warren Bennis, and Ram Charan) recommended it. It is good. 1. Business Think emphasizes that thinking matters. We've gone way too far with the ready, fire, aim. Poorly thought out presentations, projects, meetings, reorganizations. Businesses that succeed don't get more done, they get more of the right things done. 2. Business think teaches employees how to gain political traction rather than whine. While they think they are making helpful suggestions, most employees bring complaints and gripes to their boss because they think about ways to improve their job, not the business. So when they bring suggestions that help their team but would hurt other departments or the company's bottom line, the executives don't listen. Before you can talk your boss's language, you have to think like the CEO. It's sad because most employees have good ideas but think no one listens. 3. Business Think shows you that you have to listen first to your boss or board or the finance department before they will listen to you. And it shows you how to do it. The book has a Fast Company style of writing that is snappy and edgy for a while and then wears a little thin. But it keeps a serious subject from getting boring. I'm going to buy it for my entire department. We do way too much training for

managers. It's time to train the people to think like their manager. If you ever got rated down for not thinking strategically, this book is the best I have seen for laying out how to be seen as a player.

There aren't many new ideas within this publication - hence 4 stars. I couldn't help but think of De Bono's six thinking hats as a framework for thinking that has many parallels with the BusinessThink publication. However, that doesn't detract from what is a message that needs repeating and a message that needs to be absorbed by all of us to make the process of decision making (and thinking in general) more productive. You're going to get value from this book where dysfunction is at its greatest. If you're already part of a productive team you're probably going to read this book and see recognition of what you're already doing rather than learn anything new. Personally, this book remains a favourite. Whenever we make a few successful decisions (or believe we do) this is the first sort of book we disparage and neglect. But it's just when we start to believe our infallibility and skip steps within this framework that we start to make blunders. The authors introduce some interesting statistics: successful decisions are fewer on the ground that what our beliefs might suggest.

Having heard one of the authors speak recently, and I just finished the first half of the book, I think this book can help solve so many problems in business, especially when it comes to people, that we've chalked up to "that's just the way it is." Who hasn't been in a meeting before where everyone disagrees with what's being presented, but doesn't say anything until after the meeting, and then kill the project in subversive ways? Who hasn't been in a performance review where neither person has a clue about the performance as it related to the key goals of the team or the company, but pretended to come up with some important "objectives" for the next year without even knowing the what the company really wants to do? Who hasn't worked for a company where the strategy changes every quarter, or every day! The thing I found most compelling was the fact that we all think we're doing great, and there's no research to back up our confidence. When the author asked us to vote on our own confidence, only one guy admitted we wasn't extremely confident. It ended up he was the only guy in the room who was willing to admit the truth. This book teaches you how to swallow your pride, break down game-playing, and get focused on the real needs of the business. Fortune magazine wrote an article last week, "Why companies fail." This book should be titled, "Why people fail." If you ever find yourself going home from work saying "I don't get it" then get this book.

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