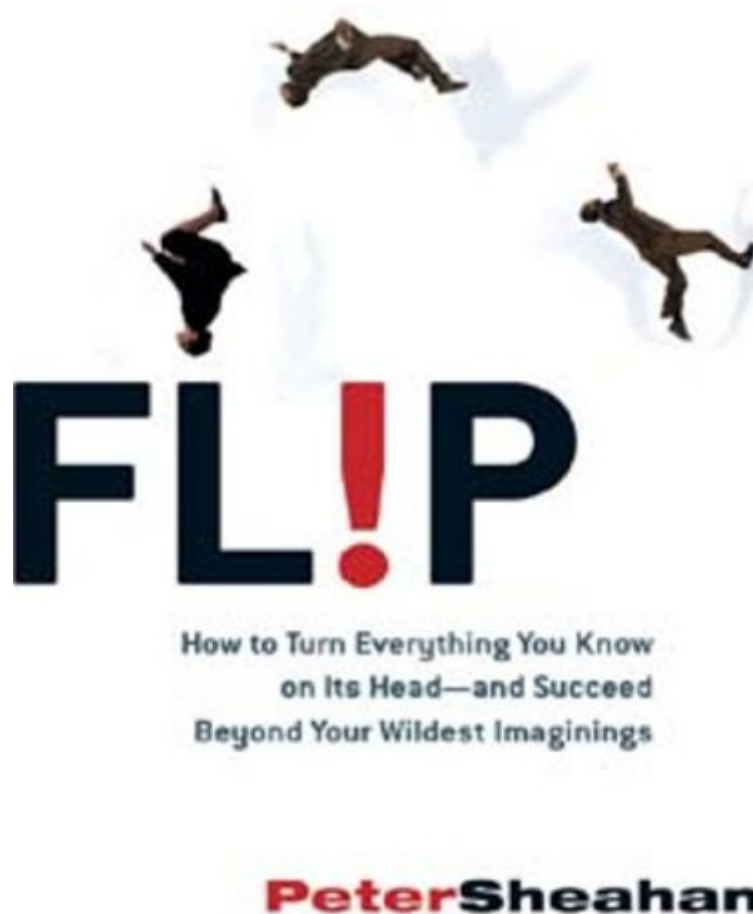


(Mobile ebook) Flip: How Counter-Intuitive Thinking is Changi

Flip: How Counter-Intuitive Thinking is Changi

Peter Sheahan

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Peter Sheahan : Flip: How Counter-Intuitive Thinking is Changi before purchasing it in order to gage whether or not it would be worth my time, and all praised Flip: How Counter-Intuitive Thinking is Changi:

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many are likely to be frozen in fear. Until the arrival of the flood of books that can be expected on prospering in tough times, this book's fundamentals will be helpful in creating a strategy for businesses to cope with these tough times. 0 of 0 people found the following review helpful. Good Book By Paul Smith Peter spoke at our company leadership development program. Picked up this book from the recommended reading list and was not disappointed. I enjoyed Making it Happen more, but this book has some key principles. The old concept fake it to you make it is repurposed in by - to move forward you must act in spite of ambiguity. 0 of 0 people found the following review helpful. A little dated By R. Kramer A little dated because it talks about MySpace as if it were the next great thing and also mentions that it would be hard to believe that an on screen keyboard would surpass users of blackberries and the touch keyboard. Otherwise, it talks about timeless principals that would hold true at anytime. Decent audio book and worth listening to.

What do the superstars of modern business have in common? An ability to "flip" — to think counterintuitively and then act boldly, with no regard for "business as usual" conventions. One of the youngest and fastest-rising stars on the international consulting and speaking circuit, Peter Sheahan reveals how the world's most effective organizations and individuals distinguish themselves from the competition instead of running with the pack. Sheahan explores six major flips: Action Creates Clarity — to move forward you must act in spite of ambiguity. Fast, Good, Cheap: Pick Three, Then Add Something Extra — the new standard in every industry. To develop competitive advantage, you must Absolutely, Positively Sweat the Small Stuff. Satisfy customers' needs for engagement and contact — it's not "just business" — Business Is Personal. To win mass-market success, be courageous, Find It on the Fringe, and separate yourself from the competitive herd. To Get Control, Give It Up — empower others to create, dream, and believe for you. Stick to what you learned in business school at your peril. Today's small-world economy calls for a new way of doing business. It calls for Flip.