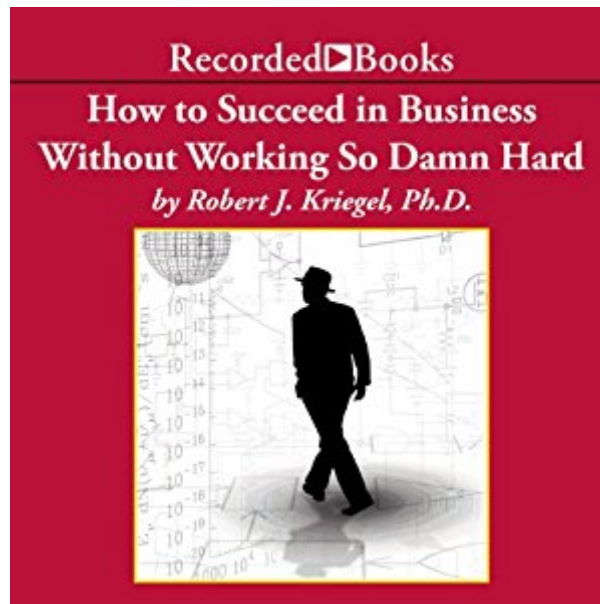


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# How To Succeed In Business Without Working So Damn Hard: Rethinking The Rules, Reinventing The Game



## Synopsis

The New York Times says Robert J. Kriegel "spurred a revolution in performace practice" with his studies of productivity and the psychology of change. In *How to Succeed...* he debunks the commonly held belief that working harder is always better, and offers a saner alternative to the 100-hour work week.

## Book Information

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## Customer Reviews

In this volume as in previous volumes (notably *If It Ain't Broke...Break It!* co-authored with Louis Patler in 1992 and *Sacred Cows Make the Best Burgers* co-authored with David Brandt in 1996), Robert Kriegel offers a title, subtle, clever chapter titles, and a few insights that attract attention. That is not easy to do, especially now when there are almost 300,000 books in print that address many of the same issues Kriegel does. Out of curiosity, as I read each of the 27 chapters, I attempted to formulate a key point or guideline for each, given the chapter's title. I found this to be an especially useful exercise, not because I learned anything new; rather, because I was reminded of what I already knew but tend to neglect. For example, without having as yet read the book, what do these chapter titles suggest to you? "Rushing Slows You Down" "Try Easier" "Joe DiMaggio Never Bunted" "Think Like a Beginner" "Odd Couples Make Perfect Partners" The chances are that what you come up with in response to these chapter titles is quite similar to what Kriegel recommends. Of course, you already know that haste often makes waste. Kriegel observes that as a result of the emphasis on speed, "everyone has shifted into high gear, rushing, racing, and running. The

workplace has been inflicted with hurry sickness. It's full-tilt boogie time. No slow dancing allowed. What's the problem? You're thinking. You want speed; you've got to speed up." Right? "Wrong! Speed doesn't come from rushing. The opposite is true. Rushing actually slows you down." This is only one example of several hundred observations that Kriegel shares throughout his book.

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