

# Be Unreasonable - Paul Lemberg

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When you're reasonable, you use the same strategies everyone else uses. You do things like set your goals a bit higher than last year's, say yes to things because everyone else likes them, and pad your deadlines so you can reach them on time. Being reasonable about your business will only bury you deeper in the pack. If you want to get out in front, you have to break away from yesterday's conventional thinking. Paul Lemberg shows you how unreasonable strategies can bring you unprecedented success. Through real-life case studies of successful and unreasonable businesspeople, Lemberg shows you how to BE Uncompromising by sticking to your goals no matter what. BE Demanding by expecting more, not less, from everybody. BE Critical by changing old systems that just don't work. BE Outrageous by creating your own Business Brain Trust. BE Prepared for real success on your terms. Paul Lemberg, one of the world's leading business growth consultants, teaches top level executives and entrepreneurs how to get more out of themselves, their companies, and their clients by using strategies that sidestep the prevailing business thinking. Being unreasonable is about assessing the situation and leaping into the unknown-not foolishly, but courageously. Only by going against the norm, and perhaps ruffling feathers, can you be competitive, innovative, and successful. Author: Lemberg, Paul Publisher: McGraw-Hill Illustration: N Language: ENG Title: Be Unreasonable : The Unconventional Way to Extraordinary Business Results Pages: 00224 (MicrosoftReader.lit) / 00224 (Encrypted PDF) On Sale: 2007-04-25 SKU-13/ISBN: 9780071481632 Category: Business & Economics : General Category: Computers : Programming Languages - General

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