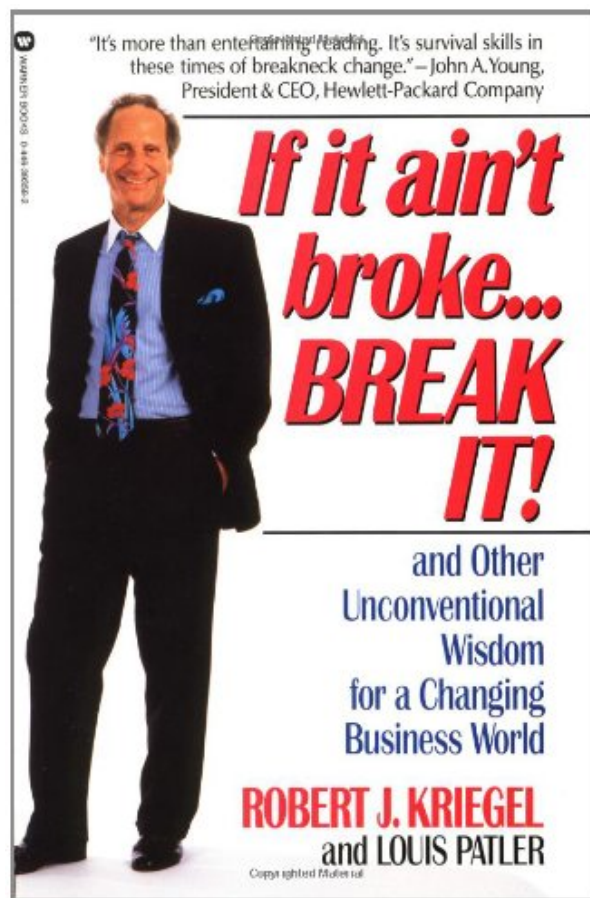
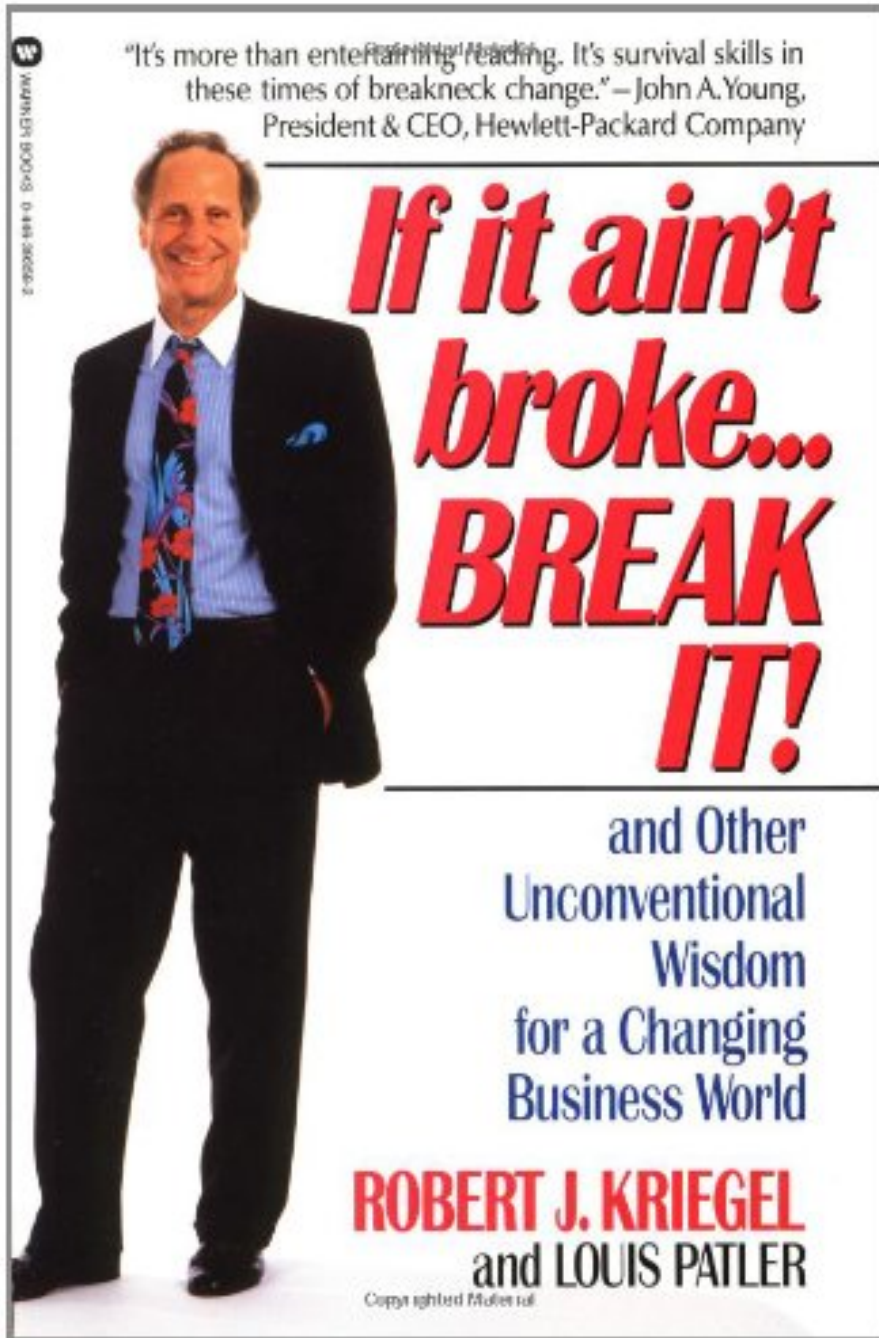


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Break-it thinkers have proven that challenging conventional thinking is the only way to stay ahead of the competition in the corporate environment of the nineties.

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Most helpful customer reviews

2 of 3 people found the following review helpful.

STILL "new thinking" even after 20 years!

By John G. Vincent

Written in 1991 I just read this again for the first time in about 6 years and it is STILL awesome. Done in real world terms with real world examples, the author challenges EVERY "rule" still being taught in business school programs and being used in many c-level board meetings.

BUY This read this and follow this! I have used many of the ideas to establish and grow my company YOU SHOULD TOO

JGV

[...]

14 of 14 people found the following review helpful.

If you read one business book, make it this one!

By Blaine Greenfield

If you read one business book this year, you won't go wrong with HOW TO SUCCEED IN BUSINESS WITHOUT WORKING SO

HARD by Robert J. Kriegel . . . it is packed with ideas that will help you stop working so hard--and start working better.

Kriegel, author of the equally excellent IF IT AIN'T BROKE . . . BREAK IT, contends that it is not a badge of honor to work 100 hours per week . . . rather, he points out that it's the innovators, visionaries and new-thinkers who love their work who rise to the top.

I particularly liked his 90 Percent Rule, which says that a relaxed atmosphere produces better results than a tense one . . . he then described his experiments with over 150 salespeople . . . those who made less calls had at least 20 percent better results, largely because they felt more relaxed and were able to listen better.

There were many memorable passages; among them:

* In my programs, I always ask, "How many of you get your best ideas--barn burners, lightbulbs, the aha's--while at work?" No one ever raises their hand. "Which room in your house do you get your best ideas in?" I ask, The response is always the bathroom or bedroom. "Why is that?" "Because no one bothers me and I get time to think" is the usual response.

* Ray Evernham, with driver Jeff Gordon, used this flip-of-the-rules strategy in NASCAR racing to win the Winston Cup Championship several times. Evernham says, "If conventional wisdom says the corner is the best place to pass, we practice passing on the other end of the track, because nobody is expecting to get passed there."

* Whether it is a book or a proposal, many people have difficulty starting a writing project. That first step seems like an insurmountable hurdle. The first line seems impossible to get right.

One way to get yourself going is to begin at the end or the middle. I have started out writing my last three books with those chapters that I am most excited and clear about. I will often begin writing a chapter, not necessarily at what I think should be the beginning, but with a great story or example that I enjoy relating and that clearly illustrates the point I want to make. Once started, momentum builds and the rest becomes much easier, whether you have to go forward or backward of both.

4 of 5 people found the following review helpful.

If it ain't broke . . . BREAK IT!

By Harvey Birky

Robert Kriegel and Louis Patler provide an interesting look at Conventional Wisdom and how it applies to business as usual. The focus of this book is to give a business manager "permission" to challenge the status quo in order to make paradigm changes. This book can provide insights into professions outside of the business community. Educators can benefit from the numerous examples of challenges to Sacred Cows that inhibit change that could enhance the educational opportunities for all students.

This book empowers the reader to be creative in seeking solutions to everyday problems. I would recommend this book to anyone who would like a jump-start in looking outside the box make his/her workplace a more productive environment.

See all 14 customer reviews...

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