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Nota di contenuto	The Art of Being Unreasonable: Lessons in Unconventional Thinking; Contents; Foreword; Acknowledgments; 1: The Art of Being Unreasonable; Being Unreasonably Unreasonable; Discovering the Art of Unreason; 2: Why Not? The Powerful Question; ""Why Not?"" as the First Step to Success; Nothing Sets Me off More Than Being Told I Can't Do Something; ""Why Not?"" Should Be Something You Ask Every Day; 3: Forget Conventional Wisdom; Conventional Wisdom Strangles Innovation; Innovation Is a Permanent Revolution; Success Is a Starting Point, Not a Conclusion; Nothing Lasts Forever Look Outside Your Personal and Professional Comfort Zone4: Do Your Homework No Matter How Much Time It Takes; Don't Waste Time on

Shortcuts-They're Usually Dead Ends; Pay Attention to History; Is Core Competency Just Another Term for Complacency?; Once You've Done Your Homework, Put in the Long Effort-It Will Pay off in Unexpected Ways; Big Ideas Don't Happen in a Moment; You Can't Do it All Yourself, So Ask Questions and Delegate; 5: The Value of Being Second; Follow the Smart First Movers; Markets Evolve and First Movers Sometimes Can't, or Won't, Keep Up

First Movers Always Leave Some Room-You Just Need to Find It Study a First Mover's Failure for Clues to Success; Whether You're the First Mover, The Second, or the Last-Just Keep Moving; 6: How to Work 24/7 and Still Get 8 Hours of Sleep; Work Doesn't Have to Be Your Life, But Your Life Is Your Work; Know What You Have to Do, Which is Less Than You Think; Not Everyone Needs 8 Hours; Setting Priorities Means Being Disciplined, but Not Rigid; If You Can't Delegate, It's Not Them, It's You; Try Saying "Let's Move On"-Even to Me; 7: Bright and Young Is a Winning Combination

Sometimes You Are What You Wear Interviews Don't Have to Be Tricky; Qualifications Are Almost Everything; How to Keep 'Em Once You Hire 'Em; Youth Can Be a Risky Bet; Older People Can Be Young Too; 8: Risk; Clinging to Safety Is More Irrational Than Taking Risk; Asking the Key Questions; Risk Can Be Contagious-Don't Catch the Deadly Kind; Never Bet the Farm-Or Even Half the Farm; 9: How to Get Results; Make Sound Promises and Offer Something in Return; Perfect Your Pitch, and Make It Big; 10: Leverage; Some Straight Talk About the Mother of All Loans-Your Mortgage

Spread the Wealth-How to Leverage Doing Good Extend the Power of Your Dollar-Find Money That Costs Less Than Yours; Leveraging People and Effort Works Just as Well as Leveraging Money; 11: Marketing; Know Your Customers and What Moves Them; Focus on Value Because Your Customers Will; Market Like a Major Player, but Don't Spend Like One; Make What You're Selling Matter-From the Name and Slogan on Down; Selling a Cause Requires More Than Conviction; 12: Investing; Don't Fear Risk, but Don't Take One if You Don't Have to; Focus on Picking an Advisor, Not Stocks; Diversify or Die  
Volatility Happens

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## Sommario/riassunto

Unorthodox success principles from a billionaire entrepreneur and philanthropist Eli Broad's embrace of "unreasonable thinking" has helped him build two Fortune 500 companies, amass personal billions, and use his wealth to create a new approach to philanthropy. He has helped to fund scientific research institutes, K-12 education reform, and some of the world's greatest contemporary art museums. By contrast, "reasonable" people come up with all the reasons something new and different can't be done, because, after all, no one else has done it that way. This book shares the "unreaso

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