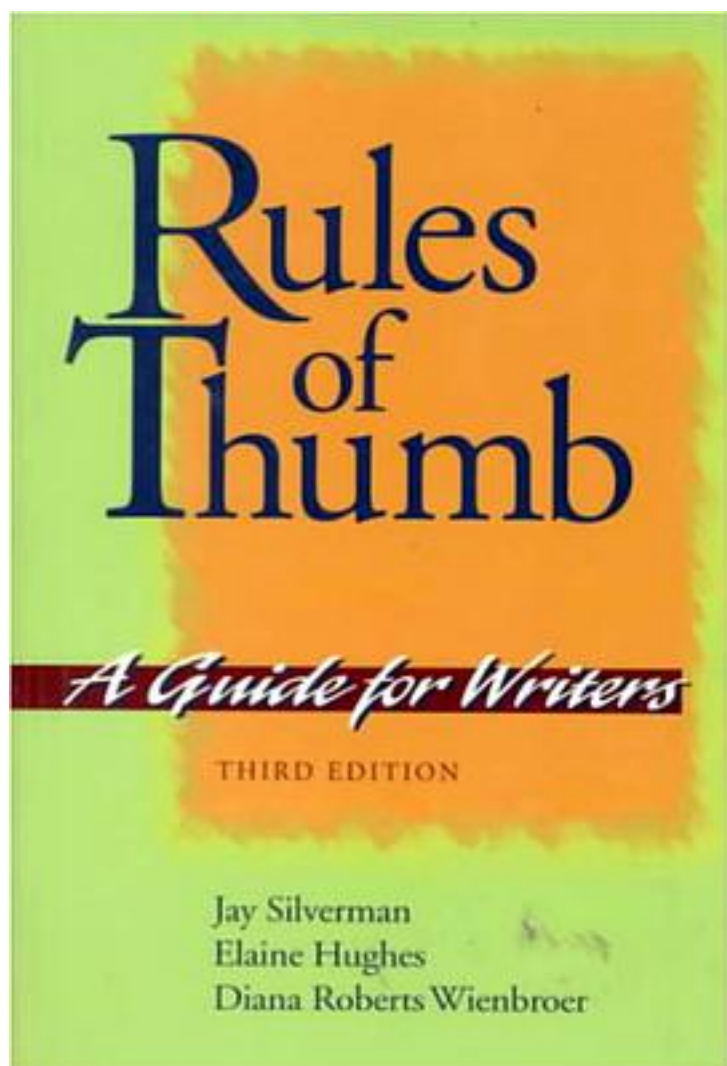


Rules of Thumb



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著者:Alan M. Webber

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We live in a world of dramatic, tumultuous, and unpredictable change—change that is wiping out time-honored businesses and long-standing institutions and ushering in unprecedented opportunities for creative individuals and entrepreneurial organizations. So pervasive is change today that it has redefined our first task: The job is no longer figuring out how to win at the game of work and life; the job is figuring out the new rules of the game.

That's the context for Alan M. Webber's Rules of Thumb, a guide for individuals in every walk of life who want to make sense out of these confusing, challenging, and compelling times. Drawing from his own experiences as cofounding editor of Fast Company magazine and a wide range of interactions with some of the world's leading thinkers and highest achievers, including Nobel Prize winners and global change agents, Webber has produced 52 "rules of thumb"—a collection that is as wise as it is useful and as honest as it is helpful. The rules come from real-life lessons learned and recorded on three-by-five cards, a trick borrowed from one of the many mentors whose teachings Webber captures and catalogues in this book.

If you're looking for practical advice on how to win at work without losing your self, if you want to change your life to meet the challenge of change, or if you want to learn from some of the world's most interesting and creative people, let Alan M. Webber take you on a remarkable journey toward greater personal understanding and, ultimately, greater personal success.

作者介绍:

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标签

管理

创业

英文原版

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美国

原版

评论

The rule in business publishing: if you stay in the industry long enough, you can crap like the others.

写作文准则

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书评

rule7 系统思考

一个基本的公式是整体大于部分之和。不从整体进行思考，那么就无法看清整个系统的地图，以至于出了问题忙于应付，头疼医头脚疼医脚，甚至难以维持系统运作，直至崩溃。

本书中举到的例子是办杂志，核心是“三角关系”，即要处理好编辑、读者和广告商三者的关系...

rule5不进则退

一个基本的公式：当保持原来的状态风险越来越大，那么，改变或许就是唯一的选择。改变，尤其是一系列的改变成为改革，意味着风险。但是，很多人忽视的问题是，有时维持原状的风险更大。正所谓逆水行舟，不进则退。与其被动挨打，不如主动出击。在教育很多方...

rule1告别忧虑， rule2注重实效， rule3以终为始， rule4重在预防。读了几篇Rules of

Thumb，语言平实，内容深刻，夹叙夹议，渐入佳境。
作为一本不算太旧的畅销书，有这个水平，已经大大超出预期了。每天读上一两篇，既是语言训练，又是思维训练。既适合泛读，也可作为精读...

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