

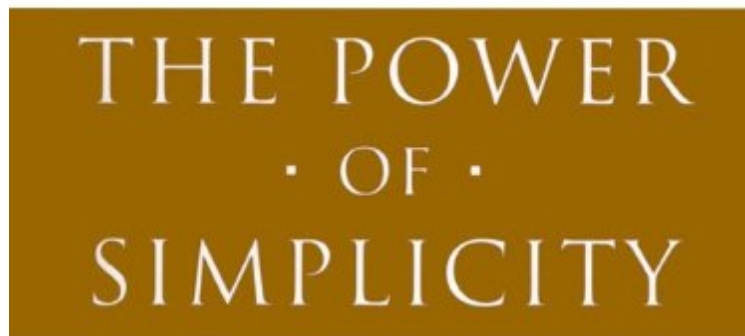
[Download pdf] The Power Of Simplicity: A Management Guide to Cutting Through the Nonsense and Doing Things Right

The Power Of Simplicity: A Management Guide to Cutting Through the Nonsense and Doing Things Right

Jack Trout

*ePub | *DOC | audiobook | ebooks | Download PDF*

A MANAGEMENT GUIDE TO
CUTTING THROUGH THE NONSENSE
AND DOING THINGS RIGHT



JACK TROUT
COAUTHOR OF BEST-SELLING POSITIONING AND MARKETING WARFARE
WITH STEVE RIVKIN



#1009238 in eBooks 1998-10-21 1998-10-21 File Name: B000QCTOTU | File size: 58.Mb

Jack Trout : The Power Of Simplicity: A Management Guide to Cutting Through the Nonsense and Doing Things Right before purchasing it in order to gage whether or not it would be worth my time, and all praised The Power Of Simplicity: A Management Guide to Cutting Through the Nonsense and Doing Things Right:

7 of 8 people found the following review helpful. Simple, obvious, not so common, common sense.By Adam F. JewellIt's comical that someone could publish a book on "The Power of Simplicity". It's also says something about the corporate world - everything is always more complicated than it needs to be and things would run much more smoothly if people would keep things simple. In some ways, this is a management version of the Dilbert Principle.This book is an easy read, and while similar to other books by Trout, contains enough unique material to be worth buying. It's on target, provides a simple yet powerful message, and is sprinkled with just the right amount of humor. If you are

a fan of Anthony Robbins or other motivational hucksters you might take offense to this book. Trout pokes a little fun at these folks. Pick up a copy of this book, kick back and relax for a couple hours and maybe you'll be able to start taking steps to simplify your personal and professional life. If you like this book, be sure to read "Positioning". It's a classic! 0 of 0 people found the following review helpful. Good Development Tool By Claudette Z This book as a management tool is amazing. I use it to start management level skill building with newly promoted managers. 0 of 0 people found the following review helpful. Three Stars By Cliente de Very good at the beginning... Too much topics at the middle. A good book but very unfocused..

Renowned marketing expert and best-selling author Jack Trout has a message for managers who are struggling to keep up with today's ever-changing business climate: "Keep It Simple." In this paperback edition of *The Power of Simplicity*, Trout advocates the importance of paying attention to the basics and simplifying processes in order to stay focused on the core business at hand. Through case studies and interviews with successful executives, he shows managers how to cut through jargon, articulate their vision, and regain control of the vital elements of their business in order to make it thrive. According to Trout, the things that propose to streamline companies, like the ubiquitous "mission statements," often end up bogging down operations by introducing unnecessary complexity where a straightforward approach may be more effective. Trout cites Southwest Airlines, Intel, and Kohl's department stores among others as successful companies that have rejected showy trappings in favor of simplification.