

Strategy The Fat Smoker Doing Whats Obvious But Not Easy

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Strategy The Fat Smoker Doing

The Fat Smoker metaphor is that fat smokers know that they should stop smoking, eat less and exercise more - but that they are demotivated by the scale of the whole journey and can find any number of reasons for not taking the first step.

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Strategy and the Fat Smoker is a masterpiece - a rare blend of wisdom, experience, and humility. Every manager, and anyone who works in a professional services firm, ought to read this lovely book. (Robert I. Sutton, Stanford Professor and co-author of The Knowing-Doing Gap.) --Robert I. Sutton, Stanford Professor and co-author of The Knowing-Doing Gap.

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Strategy and the Fat Smoker "David Maister reminds us remorselessly that knowing what your company needs to do is relatively obvious: the test for us all is actually making it happen. Through anecdote, metaphor and case history, he shows us how to turn empty aspiration into hard reality." - sir martin sorrell, ceo, wpp

davidmaister.com > Strategy and the Fat Smoker

Strategy and the Fat Smoker By David Maister Much of what professional firms do in the name of strategic planning is a complete waste of time, no more effective than individuals making New Year's resolutions. The reasons are the same in both situations. Personally and professionally, we already know that we should do: lose

Strategy Fat Smoker - David Maister

Strategy and the Fat Smoker: Doing What's Obvious But Not Easy 274. by David Maister. Hardcover \$ 29.99. Ship This Item — Qualifies for Free Shipping Buy Online, Pick up in Store Check Availability at Nearby Stores. Sign in to Purchase Instantly. Members save with free shipping everyday! See details.

Strategy and the Fat Smoker: Doing What's Obvious But Not ...

It should actually be called "Strategy for the Professional Service Firm and the Fat Smoker". I really

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hoped to get from this some generally applicable strategies for taking steps towards business or personal goals. It's actually geared very specifically for the type of organisation David Maister specialises in.

Strategy and the Fat Smoker: Doing What's Obvious But Not ...

Strategy and the Fat Smoker: Doing What's Obvious But Not Easy A look inside what will likely be the best business book of 2008. David Maister has collected decades of experience into what may be ...

My Honest Review Strategy and the Fat Smoker: Doing What's Obvious But Not Easy

Strategy & The Fat Smoker. I've been doing consulting for a very significant part of my career and therefore know a thing or two about all the critical aspects of running a professional services firm (client service, practice management, business development,etc.).

Strategy & The Fat Smoker - Centric Consulting

Strategy and the Fat Smoker Quotes •Highly selective recruitment •A "grow your own" people strategy as opposed to heavy use of laterals, growing only as fast as people could be devel-1...
•Intensive use of training as a socialization process •Rejection of a "star system" and related individualistic ...

Strategy and the Fat Smoker Quotes by David H. Maister

The Fat Smoker metaphor is that fat smokers know that they should stop smoking, eat less and exercise more - but that they are demotivated by the scale of the whole journey and can find any number of reasons for not taking the first step.

STRATEGY & THE FAT SMOKER: Doing What's Obvious But Not ...

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That conundrum is what David Maister calls the “fat smoker syndrome” and is the driving theme he explores in his newest book (the aptly titled) *Strategy and the Fat Smoker*. By John Baldoni 3 ...

Leadership: Lessons from a “Fat Smoker”

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Strategy and the Fat Smoker: Doing What's Obvious But Not ...

Strategy and the Fat Smoker is a masterpiece - a rare blend of wisdom, experience, and humility. Every manager, and anyone who works in a professional services firm, ought to read this lovely book.

Strategy and the Fat Smoker; Doing What's Obvious But Not ...

Strategy and the Fat Smoker: Doing What's Obvious But Not Easy David Maister Explores the fat smoker syndrome and how individuals, managers, and organisations can overcome the temptations of the short-term and actually do what they already know is good for them.

Strategy and the Fat Smoker: Doing What's Obvious But Not ...

The Fat Smoker metaphor is that fat smokers know that they should stop smoking, eat less and exercise more - but that they are demotivated by the scale of the whole journey and can find any number of reasons for not taking the first step.

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New book review for Strategy and the Fat Smoker: Doing What's Obvious But Not Easy, by David H. Maister, The Spangle Press, 2008, reposted here:. When I first saw this title, I was inclined to think that the author had intended the phrase "fat smoker" to be an oxymoron, because at least in my experience, there are very few smokers who are overweight.

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