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hiring--that have made Eli Broad a success. From understanding "the value of being second" to embracing the thrill of taking a risk, Broad shares the insights and practices that have propelled him to the top.

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Unorthodox success principles from a billionaire entrepreneur

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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.

The Art of Being Unreasonable: Lessons in Unconventional ...

In 1998 the renamed SunAmerica was acquired by AIG for \$18bn, whereas KB Homes is still traded, slowly recouping from the latest housing correction. The Art of Being Unreasonable is the leadership and life lessons of Eli Broad, the only entrepreneur to have founded two Fortune 500 companies in two different sectors.

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Unconventional ...

"In The Art of Being Unreasonable, my friend Eli Broad lets us in on his secrets to success in business, philanthropy, and life - and he asks the right questions, looks for the right answers, and never stops working until he gets results. At a time when our country needs to focus on what works, Eli's audiobook is a blueprint for effective public citizenship."

The Art of Being Unreasonable (Audiobook) by Eli Broad

...

In A Nutshell The Art of Being Unreasonable is a book chock-full of practical advice from someone who has been dramatically successful. It's a book you'll read through and return to several times. You can check out some of my highlights and notes from this book on my GoodReads page.

Book Review: The Art of Being Unreasonable

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The Art of Being Unreasonable Free Summary by Eli Broad

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winning combination -- Risk -- How to get results -- Leverage -- Marketing -- Investing ...

The art of being unreasonable [electronic resource ...

The art of understanding and handling the unreasonable person is probably the biggest lesson I've learned in the last few years, provoked by some interpersonal and professional crises I ...

Don't Try to Reason with Unreasonable People | Psychology ...

The Art of Being Unreasonable: Lessons in Unconventional Thinking (John Wiley, 2012), by Eli Broad Eli Broad cofounded and led KB Home , the first homebuilder to be traded on the U.S. and New York stock exchanges, and SunAmerica , which was acquired by AIG for \$18 billion in 1999.

The Value of Being Second - strategy+business

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The Art of Being Unreasonable is the leadership and life lessons of Eli Broad, the only entrepreneur to have founded two Fortune 500 companies in two different sectors. As accomplished as that is, it could have been even better - more on that later.

The Art of Being Unreasonable: Lessons in Unconventional ...

THE ART OF BEING UNREASONABLE: Lessons in Unconventional Thinking User Review - Kirkus Billionaire philanthropist Broad, who has built two Fortune 500 companies, serves up a lifetime of business...

The Art of Being Unreasonable: Lessons in

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Unconventional ...

Broad stresses a fairly simple approach, noting that his achievements have been driven by a combination of traits: a high degree of focus, commitment, a willingness to conduct serious research (no shortcuts), exercising the art of being effectively unreasonable, and always asking “why not” as an effective antidote to received opinion: “It ...

THE ART OF BEING UNREASONABLE by Eli Broad | Kirkus Reviews

The Art of Being Unreasonable: Lessons in Unconventional Thinking. By Eli Broad. Wiley; 192 pages; \$24.95 and £16.99. Buy from Amazon.com, Amazon.co.uk. FEW businessmen have achieved as much as ...

Uncommonly unreasonable - Eli Broad

The Art of Being Unreasonable shares the unreasonable

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principles—from negotiating to risk-taking, from investing to hiring—that have made Eli Broad a success. From understanding "the value of being second" to embracing the thrill of taking a risk, Broad shares the insights and practices that have propelled him to the top.

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