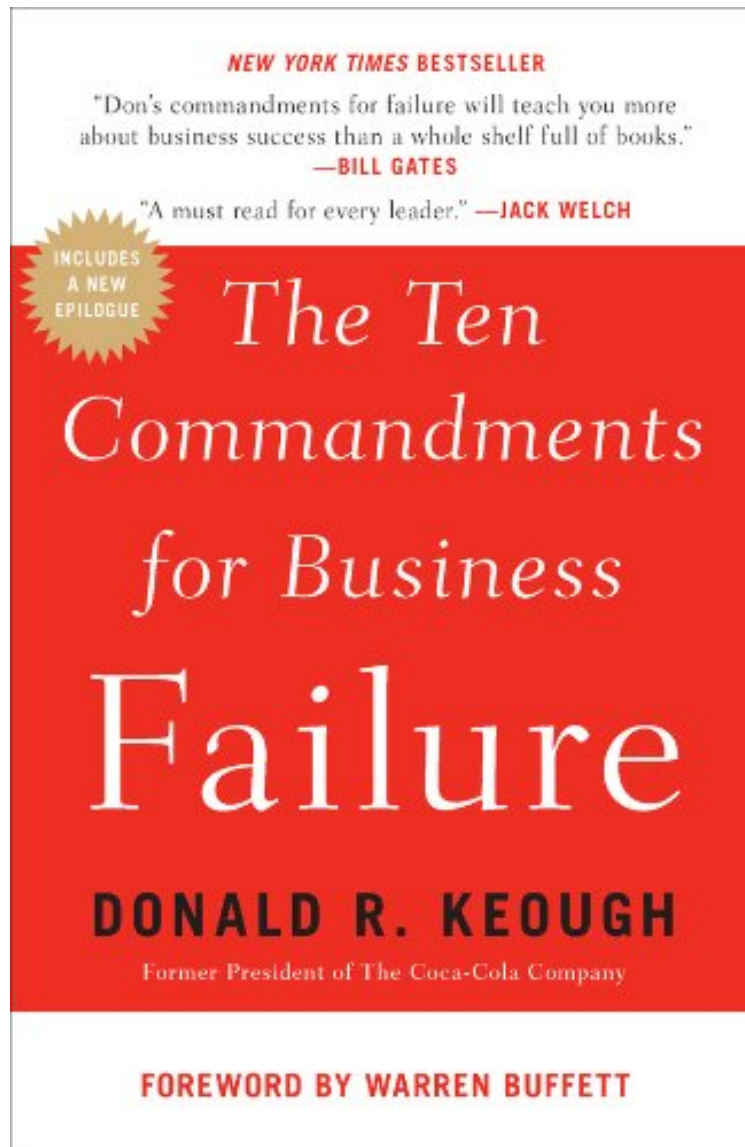


The Ten Commandments for Business Failure

Donald R. Keough

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Donald R. Keough : The Ten Commandments for Business Failure before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Ten Commandments for Business Failure:

1 of 1 people found the following review helpful. What wisdom! By Wiz Dum This guy, Don Keough, has nailed it! BTW, it actually has 11 points, but who wants a book titled: The Eleven Commandments for Business Failure. It just wouldn't sound right. "Ten" is much more catchy. I think that the commandments for failure are widely applicable. I intend to write an essay for my friends that shows similar failure points for everyday life living. 1 of 1 people found the following review helpful. Great Read! By Bill Richards I found this book easy to read and understand. As you read the

book and look at the commandments it becomes apparent that we continue to make the same mistakes. I am reminded of the quote - 'those who fail to learn from history are condemned to repeating it!' The author keeps the language simple and uses some very good examples to demonstrate his points. Should be mandatory reading for all managers. 0 of 0 people found the following review helpful. It is better than reading so many get-rich business start ups offered ... By BAYRAM ASIRI It clearly indicates so many things going on behind the curtains of many failures. It is better than reading so many get-rich business start ups offered by many fishermen.

Don Keough—a former top executive at Coca-Cola and now chairman of the elite investment banking firm Allen Company—has witnessed plenty of failures in his sixty-year career (including New Coke). He has also been friends with some of the most successful people in business history, including Warren Buffett, Bill Gates, Jack Welch, Rupert Murdoch, and Peter Drucker. Now this elder statesman reveals how great enterprises get into trouble. Even the smartest executives can fall into the trap of believing in their own infallibility. When that happens, more bad decisions are sure to follow. This light-hearted "how-not-to" book includes anecdotes from Keough's long career as well as other infamous failures. His commandments for failure include: Quit Taking Risks; Be Inflexible; Assume Infallibility; Put All Your Faith in Experts; Send Mixed Messages; and Be Afraid of the Future. As he writes, "After a lifetime in business I've never been able to develop a step-by-step formula that will guarantee success. What I could do, however, was talk about how to lose. I guarantee that anyone who follows my formula will be a highly successful loser."