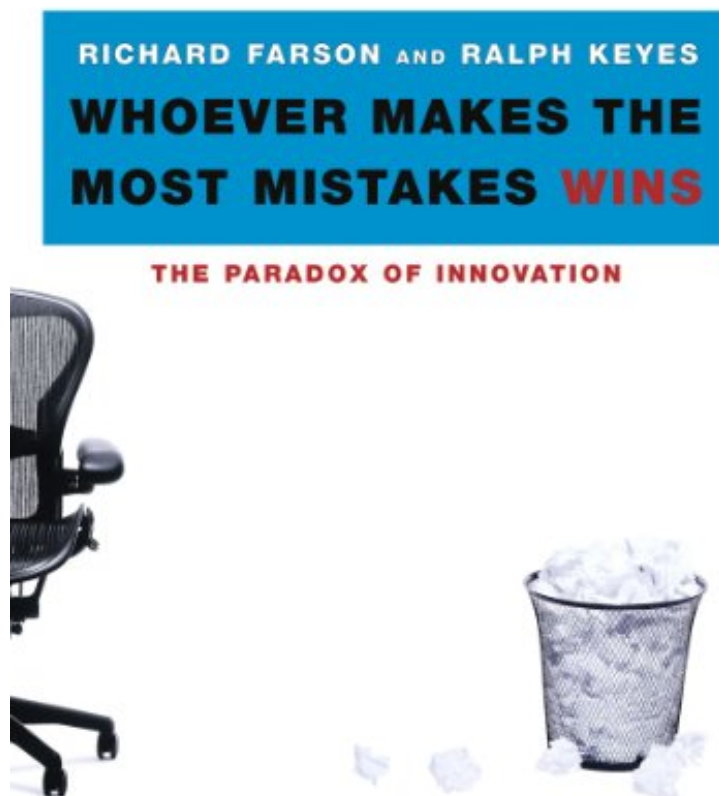


[Library ebook] Whoever Makes the Most Mistakes Wins

Whoever Makes the Most Mistakes Wins

Richard Farson, Ralph Keyes

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Richard Farson, Ralph Keyes : Whoever Makes the Most Mistakes Wins before purchasing it in order to gage whether or not it would be worth my time, and all praised Whoever Makes the Most Mistakes Wins:

6 of 7 people found the following review helpful. A Must ReadBy A CustomerSuccess and failure are two sides of the same coin. That for me sums up the essence of this book. Failing is succeeding and succeeding leads to failure. Farson articulates the essential paradox of success and its elusive quality explaining why it so often escapes us when we grab for it. Farson also provides an excellent treatment of risk and fear which go hand and with success and failure. In short, he makes the case for being fully engaged in the moment with less attachment to outcome.No formulas or how-to lists here; it's a philisophical treatise and one of the most stimulating and best written business books I have read in a long time.0 of 0 people found the following review helpful. Great book.By Tom KoshiolHighly recommend to anyone who is in a position that requires decisions and reliance on others to make their own decisions.2 of 2 people found the

following review helpful. *The Limits of the Concepts of Success and Failure* By Mark B. Cohen Making mistakes is a key part of succeeding at anything, the authors believe. Mistakes educate, and education leads to success. They tell the story of Thomas Watson's early loss of company resources at IBM, and his initial expectation that it would lead to his firing, so he offered to resign instead. "You must be kidding," he was told. "We've just invested \$10 million in your education." Those who play it safe can avoid making mistakes, but they do so at a cost of a lack of genuine achievement. To be genuinely supportive of risk-takers, a company must be tolerant of failures, the authors argue. Just the education caused by failures often leads to success, so the hubris or overconfidence caused by success often leads to failures. Success and failure are not polar opposites, but rather merely separate parts of an integrated whole. The important thing a person can do to focus on getting the job done in the best way possible, and not become paralyzed with fear as to whether his or her efforts will succeed or fail. Success and failure are beyond one's personal control, but the personal effort and focus and energy are not. The authors quote basketball great Bill Russell of the Boston Celtics as saying he was often so involved in the games he was playing that he didn't really care if he won or lost: the authors paradoxically argue that this is an attitude that is key to winning. A lot of people who the world regards as successful do not see themselves that way, from Maria Shriver to J.P. Getty. A person who is successful in one area likely has failed in another. The key is to learn from one's mistakes, not repeat them, and stay in the game. Staying in the game is the great reward that motivates many successful people. This is an extremely wise and humane book. It recognizes that any definition of success is limited in the number of people who can qualify as successful, and that the list of those who are successful at any one time is different from the list of those who are successful at any other time. It recognizes that a key steppingstone to success by any definition is the ability to learn and profit from failure. This is an extremely useful book for people in the middle of corporate hierarchies. It is also valuable for those debating whether or not to take a given risk, and for those who have taken a risk that has failed. It is valuable for anyone who has to supervise others, or plan for the future, or try to make his or her organization more responsive to an ever-changing world. Few books are more valuable than this one in coping with the ups and downs of business, or the ups and downs of life. Few people are so dazzlingly brilliant or amazingly lucky that they go through life without being harmed by either success or failure. For all those aware of the danger points, this is a book that offers an exit strategy from them.

Success in today's business economy demands nonstop innovation. But fancy buzzwords, facile lip service, and simplistic formulas are not the answer. Only an entirely new mindset -- a new attitude toward success and failure -- can transform managers' thinking, according to Richard Farson, author of the bestseller *Management of the Absurd*, and Ralph Keyes, author of the pathbreaking *Chancing It: Why We Take Risks*, in this provocative new work. According to Farson and Keyes, the key to this new attitude lies in taking risks. In a rapidly changing economy, managers will confront at least as much failure as success. Does that mean they'll have failed? Only by their grandfathers' definition of failure. Both success and failure are steps toward achievement, say the authors. After all, Coca-Cola's renaissance grew directly out of its New Coke debacle, and severe financial distress forced IBM to completely reinvent itself. Wise leaders accept their setbacks as necessary footsteps on the path toward success. They also know that the best way to fall behind in a shifting economy is to rely on what's worked in the past -- as when once-innovative companies like Xerox and Polaroid relied too heavily on formulas that had grown obsolete. By contrast, companies such as GE and 3M have remained vibrant by encouraging innovators, even when they suffered setbacks. In their stunning new book, Farson and Keyes call this enlightened approach "productive mistake-making." Rather than reward success and penalize failure, they propose that managers focus on what can be learned from both. Paradoxically, the authors argue, the less we chase success and flee from failure, the more likely we are to genuinely succeed. Best of all, they have written a little jewel of a book, packed with fresh insights, blessedly brief, and to the point.