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The Art Of Being Unreasonable written by Eli Broad and has been published by John Wiley & Sons this book supported file pdf, txt, epub, kindle and other format this book has been release on 2012-04-13 with Business & Economics categories.

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to be traded on the U.S. and New York stock exchanges, and SunAmerica , which was acquired by AIG for \$18 billion in 1999.

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that is, it could have been even better - more on that later.

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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

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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 ...

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