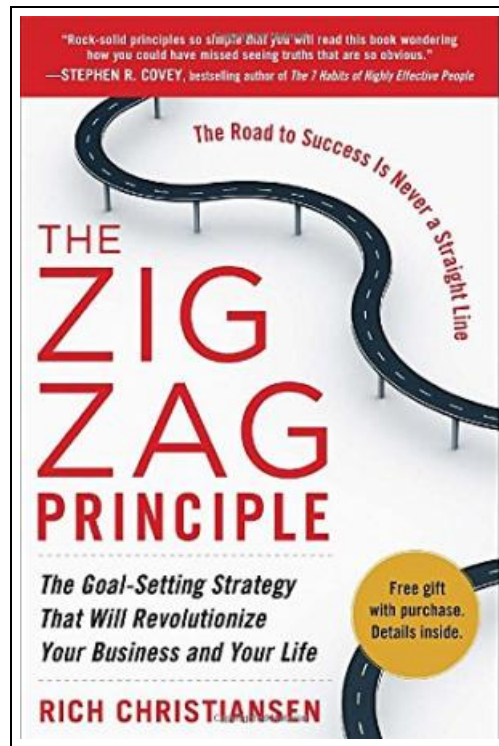


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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, **The Zigzag Principle: The Goal Setting Strategy That Will Revolutionize Your Business and Your Life: The Goal Setting Strategy That Will Revolutionize Your Business and Your Life**, Rich Christiansen, Zigzag Your Way to Success! Have you ever set your sights on the top of a mountain and then started your ascent by heading straight through the trees and up the sheer cliffs? Or driven in your car to the other side of town--as the crow flies? Of course not! Because you instinctively know that, just as a river has to wend its way around obstacles, the best route is never actually a straight line! In **The Zigzag Principle**, Rich Christiansen applies a foundational law of nature to business management, entrepreneurship, goal-setting, and life in general as he explores why zigzagging toward our intended outcomes is more effective than trying to bulldoze our way through whatever stands between us and our objectives. Christiansen helps you get started, make your way over the big hill to initial profitability, and minimize risks along the way. As the head of well-established corporations and as the brains behind numerous start-ups, Christiansen has been through it all, and he's charted all the zigs and zags you'll encounter. In **The Zigzag Principle**, he documents everything he has learned, including how to: Identify your destination Create a defined set of values to help you as your business finds its way Add resources and hire the right people, as you turn the cash you have into fuel for more Replicate your successes to bring your product to the masses Protect your resources, your family, and your sanity The simplicity of a straight line can be seductive. But it's not a realistic way to go about achieving your goals,...



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