



## Challenge Your Assumptions, Change Your World: Introducing the Assumpt! a Break Through to Faster, Smarter Business Decisions. (Paperback)

By Andy Cohen

Direct Resources Inc dba Andy Cohen Worldwide, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Andy Cohen, New York Times notable author of Follow the Other Hand, introduces the Assumpt!, a breakthrough way to make better business decisions, faster and smarter. Orville Wright, co-founder of modern aviation, dismissed the idea of creating a landing strip. He assumed that if man had to smooth out the airstrip, he didn't deserve to fly. Houdini, master of escapes, didn't know how to exit a new model car. He assumed that all door handles operated in the same way. Even the smartest, most successful and talented people make assumptions. Yet good decisions are often stymied by assumptions that go unchecked. So why does this book encourage you to make assumptions? It turns out your assumptions are a key component in your daily decision-making process. But how do you identify your assumptions? How do you separate out those that help or hurt? Build or destroy? Solve problems or create new ones? This book shows you how to utilize your assumptions productively and in ways you haven't imagined. Challenge Your Assumptions, Change Your World is full of...



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