

## Be Unreasonable

Paul Lemberg

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**Paul Lemberg : Be Unreasonable** before purchasing it in order to gage whether or not it would be worth my time, and all praised Be Unreasonable:

0 of 0 people found the following review helpful. So, this is what a 240-page vapid motivational speech looks like. By Martin There is very little actionable wisdom to be found in these pages. On the plus side, you don't have to pay hundreds of dollars to hear a multi-industry business consultant (read: spork) deliver platitudes and admonishments in a packed conference hall -- you can read the same stuff from the comfort of your chair while enjoying a drink. Now, this book is aimed at business owners, so if you're just an employee (like me), most of the ideas presented will get you fired if you attempt them. Lemberg would say that's an indictment of your employer, and fair enough. But it doesn't

help make this book applicable to most of the working population. Addendums to each chapter (there are only 6) that explain how to deploy these "unreasonable" ideas when you lack formal power would be helpful to more readers. And Lemberg's apparent ignorance of formal power shows up in a couple of places in the book, such as making unreasonable requests of people ("Unreasonable Execution", which I actually found to be the most useful chapter). Lemberg claims that if you make an unreasonable request and ask for the moon, the worst the person can say is "no". But when you have formal power to garnish, demote, or fire that person, the unreasonable request cannot practically be denied. What they will do is shrug, mutter "sure", then immediately start browsing job postings. It's not 2009 any more; people have options when they feel backed into a corner. And from actual experience, the bold advice to "cut your timelines in half" does nothing to speed up delivery, and is detrimental to the team's confidence in you. Product development team submitted their bid for work, estimating the system could be delivered in 18 months. Director used their red signature pen to lop off 3 months from the project schedule. When the project was finally complete, system arrived bug-free in... 18 months. Sometimes, the experts actually know something the higher-paid boss doesn't. And "unreasonable" actions like that convince those experts you're not the right one to captain the ship (director was reassigned before project ended).

0 of 0 people found the following review helpful. Practical. Actionable. Innovative. By Shawn Logue

In my experience, here's what separates the best business books from the countless also-rans lining the shelves today: Is it practical? Is it actionable? Is it innovative? Paul Lemberg's "Be Unreasonable" has all three and the whole adds up to more than the sum of its parts. Mr. Lemberg writes in a conversational tone that's engaging, entertaining and free from the fluff and platitudes that mar so many contemporary business books. There are plenty of real-world examples of how being unreasonable is a vital and viable approach to business. But the book's main value comes from the practical exercises that are included in each chapter. I found these to be extremely useful for pushing my thinking into new areas and enlarging the scope of my vision and my actions. As a business owner, it's easy to fall into the trap of doing things the way they've always been done, but "Be Unreasonable" is a reminder that even when it ain't broke, it's okay to try something new and (hopefully) something unreasonable.

0 of 0 people found the following review helpful. Ask for a lot, you may get it: does it sound UnReasonable? Many think so. By Gardanne

If you're a business owner, an executive, a manager, or an employee, this book will show you the path to high and lasting growth for your company/ your department/ your team. The best take away of this book is the HOW to do it. There are many hands-on tips to use right away. Be UnReasonable reminds you that your best moves in life were when you were actually 'UnReasonable'. Read this book and it'll become second nature. I read this book several times now and it applies both for your company and yourself. I highly recommend this book.

When you're reasonable, you use the same strategies everyone else uses. You do things like set your goals a bit higher than last year's, say yes to things because everyone else likes them, and pad your deadlines so you can reach them on time. Being reasonable about your business will only bury you deeper in the pack. If you want to get out in front, you have to break away from yesterday's conventional thinking. Paul Lemberg shows you how unreasonable strategies can bring you unprecedented success. Through real-life case studies of successful and unreasonable businesspeople, Lemberg shows you how to BE Uncompromising by sticking to your goals no matter what. BE Demanding by expecting more, not less, from everybody. BE Critical by changing old systems that just don't work. BE Outrageous by creating your own Business Brain Trust. BE Prepared for real success on your terms. Paul Lemberg, one of the world's leading business growth consultants, teaches top level executives and entrepreneurs how to get more out of themselves, their companies, and their clients by using strategies that sidestep the prevailing business thinking. Being unreasonable is about assessing the situation and leaping into the unknown-not foolishly, but courageously. Only by going against the norm, and perhaps ruffling feathers, can you be competitive, innovative, and successful.

From the Back Cover

Sometimes, you have to be unreasonable to be unbeatable. Paul Lemberg's *Be Unreasonable* makes it easy for people to step beyond the hum-drum of doing what's expected, and transform themselves into something extraordinary. It's a step-by-step guide to the mindset for rule breaking and destiny making, and will help readers take control of their business future.

—T. Harv Eker, author of the #1 New York Times bestselling book *Secrets of the Millionaire Mind*

—Jay Conrad Levinson, *The Father of Guerrilla Marketing*, author of the *Guerrilla Marketing* series of books

Paul Lemberg is one of the truly great strategic minds in the business. Every day, for hours on end he works on the front lines of capitalism, helping companies large, medium, and small build totally new strategies designed to drive their growth. He takes companies that are fundamentally tactical and turns them into formidable and sophisticated strategic business and marketing forces.

—Jay Abraham, business growth strategist/expert

About the Author

Paul Lemberg, *Be Unreasonable* Consultant, is Chief Business Accelerator and CEO of Quantum Growth Consulting. He has worked with Accenture, Adobe, American Skandia, Cisco, Goldman Sachs, IBM, LexisNexis, OpenText, and SAIC, as well as thousands of fast-growth entrepreneurial companies. His newsletter, *Extraordinary Results*, is read by more than

20,000 subscribers. Visit his Web site at [paullembert.com](http://paullembert.com).