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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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led KB Home , the first  
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was acquired by AIG  
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Unreasonable is the leadership and life lessons of Eli Broad, the only entrepreneur to have founded two Fortune 500 companies in two different sectors. As accomplished as that is, it could have been even better - more on that later.

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Broad stresses a fairly

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simple approach, noting that his achievements have been driven by a combination of traits: a high degree of focus, commitment, a 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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propelled him to the  
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Eli Broad's embrace of "unreasonable thinking" has helped him build two Fortune 500 companies, amass personal billions, and use his wealth to create a new approach to philanthropy. He has helped to fund



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