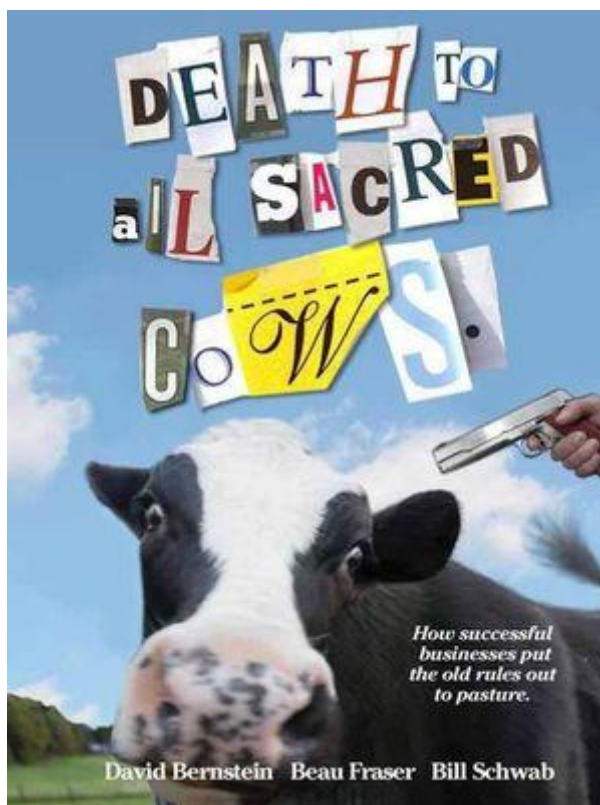


Designated Daughter: The Bonus Years With Mom - David Bernstein



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"Teams Create The Best Solutions." BANG. "Always Trust Your Research." BANG. "It's Okay To Put Up With Jerks, If They're Talented." BANG. When you think about it, there are a lot of Sacred Cows grazing lazily in the halls of corporate America. And we think it's time someone shot them. Dead. Don't get us wrong. While the authors have nothing against cows in general (they love steak), they do have a problem with Sacred Cows. Blindly doing things because . . . well . . . that's the way they've always been done. Formulas may be comforting, but they rarely work in the real world. This is the funniest--and truest--business book you'll ever read. Not only do the authors demonstrate how to identify and kill the Sacred Cows in your workplace, they also reveal brilliant alternatives that will put your career in overdrive and help make your business more profitable, innovative, and happy. From branding ("Branding Is Expensive." BANG.) to leadership ("Follow The Leader." BANG.) to hiring ("Only Hire Someone Who Has Done The Job Before." BANG.) no Sacred Cow is left standing. Oh, and here's another Sacred Cow of business books: "No one reads flap copy." BANG! Author: Bernstein, David Publisher: Hyperion

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