



Thinking Strategically: Power Tools for Personal and Professional Advancement

Craig Loehle

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Professionals today, whether scientists, engineers, entrepreneurs, or managers, need to maximize their effectiveness. Real world problems are complex and must be tackled with adequate conceptual tools. Hard work and motivation are not enough. Professionals need to think strategically in order to choose the right problem to solve, to solve it in a cost-effective way, to use resources efficiently, and to be innovative and productive. Written in a concise, accessible style, Thinking Strategically goes beyond brainstorming motivational books to provide the power tools needed to dissect problems and to find innovative solutions. These tools are based on an understanding of the power of bottlenecks, paradox, scale and perspective constraints, and feedback as leverage points for getting a grip on the problem. The result is a practical book for managers and other professionals about the strategic use of effort that can lead to astonishing levels of productivity.

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