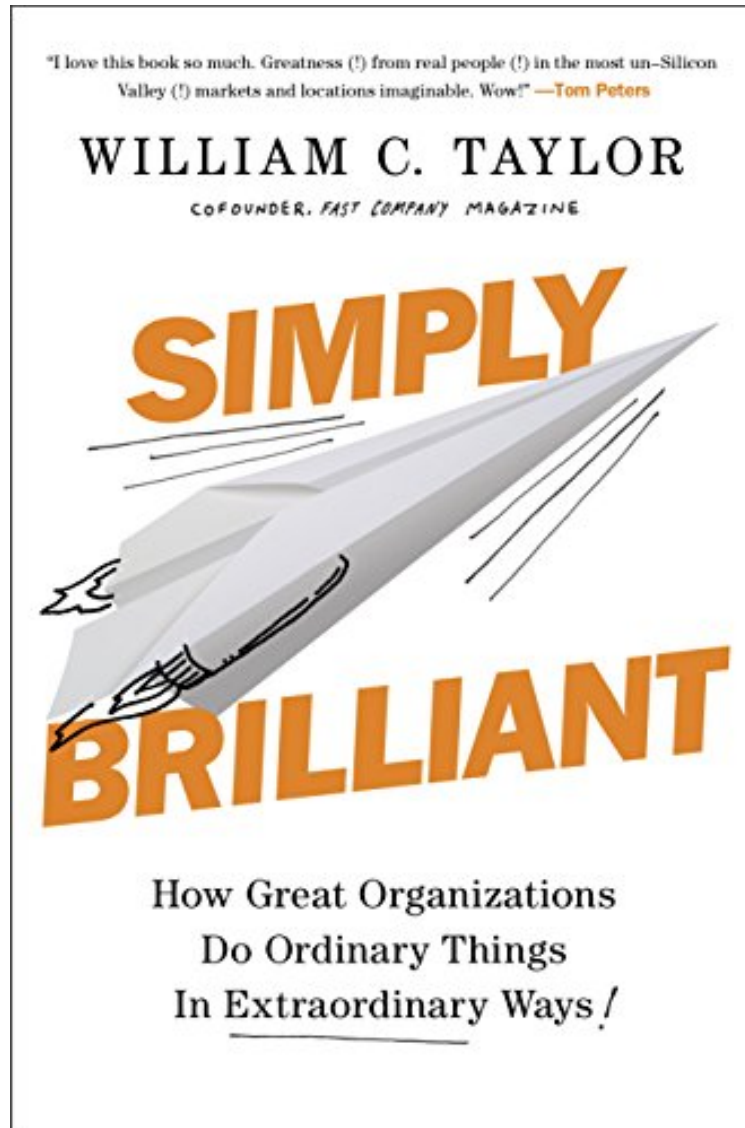


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Simply Brilliant: How Great Organizations Do Ordinary Things in Extraordinary Ways

William C. Taylor

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Simply Brilliant offers transformative messages for leaders in all walks of life. This book will challenge you to look at yourself, your work, and the world around you with fresh eyes and a more open mind. -- Sir Ken Robinson * educator, author of *CREATIVE SCHOOLS* * Bill Taylor has done it again. This book is going to change your business forever-when you read it, you'll understand. -- Seth Godin * author of *Linchpin* * I love this book so much. Greatness (!) from real people (!) in the most un-Silicon Valley (!) markets and locations imaginable. Wow! -- Tom Peters * coauthor of *In Search of Excellence* * A fascinating look inside companies that are rewriting the rules of success. If you've ever wondered whether imagination beats knowledge and passion overcomes ambition, drop what you're doing and read this book. -- Adam Grant * Wharton professor and author of *Originals* and *Give and Take* * About the Author William C. Taylor is co-founder and founding editor of Fast Company and the bestselling author of *Practically Radical* and *Mavericks at Work*. He writes a popular blog for the Harvard Business and was a columnist for The New York Times and the Guardian.