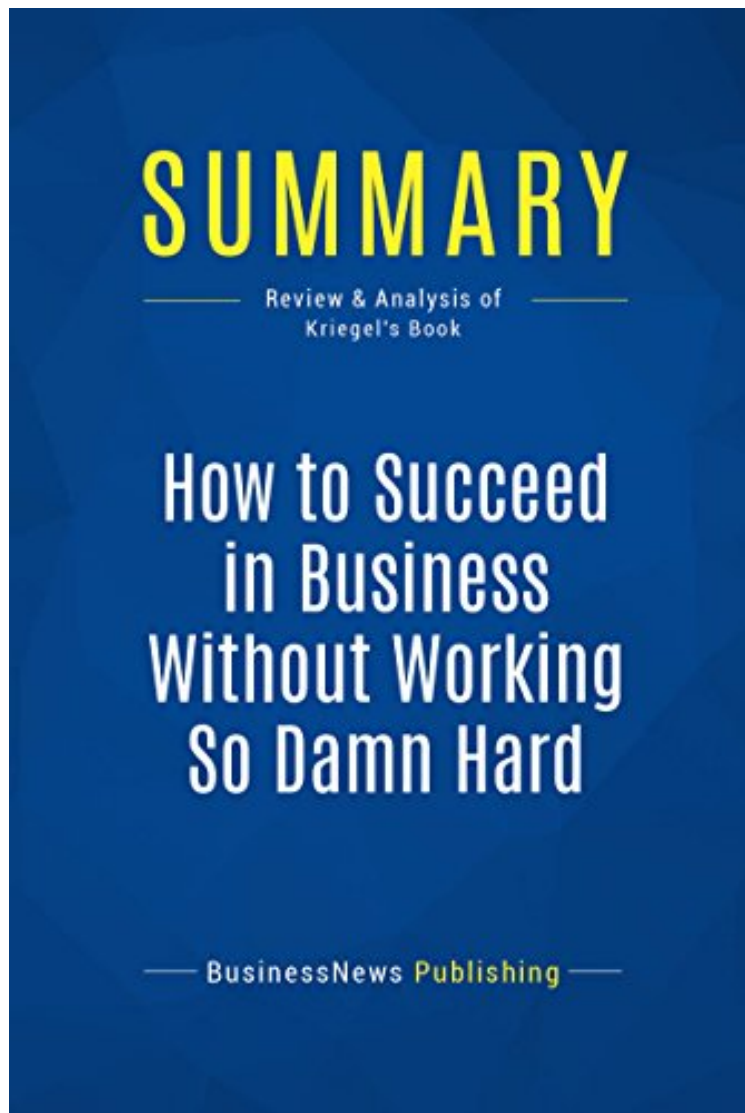


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The must-read summary of Robert Kriegel's book: "How to Succeed in Business Without Working So Damn Hard: Rethinking the Rules, Reinventing the Game". This complete summary of the ideas from Robert Kriegel's book "How to Succeed in Business Without Working So Damn Hard" shows that it's possible to be more productive, create more profit and be happier by working less hours, but in a more direct way. This summary takes this principle and splits it into two guidelines: don't conform, but rethink the way you work, and don't compete against others. It also breaks down these principles into measures that every businessperson can apply. Exploit your strengths, for example, rather than trying to solve your weaknesses; make a serious effort to halve your number of meetings; look at business ideas outside of your industry, and think how they could be applied. In short, look carefully at your market's assumptions, and your personal ones, and challenge whether they are effective, could be done more quickly or need to be done at all.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "How to Succeed in Business Without Working So Damn Hard" and discover how to work better, not harder.