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By Alan Siegel, Irene Etzkorn

Cornerstone, United Kingdom, 2014. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book. Leading brand consultants Alan Siegel and Irene Etzkorn show you how to conquer complexity and bring clarity to business and daily life. Fans of Intuition Pumps or The Art of Thinking Clearly will find this book indispensable to clearing clutter from their minds and their working lives. For four decades, Alan Siegel and Irene Etzkorn have been on the frontlines of the battle to make things simple. They have consulted with Xerox, American Express, 3M, the U.S. Air Force, the IRS, and many others to simplify their processes, their offerings, everything they do - with dramatic results for these businesses and the customers they serve. Siegel and Etzkorn believe in simplicity as a philosophy, a guiding principle, and a way of life, but they have learned firsthand that it's not so simple to make things simple - it demands a commitment to clarity, honesty, discipline, and intelligence. Three things, the authors believe, can be said with certainty: simplicity works; it is accessible to all of us; and we've never needed it more than we do today. These three principles are...



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