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Broad stresses a fairly simple approach, noting that his achievements have been driven by a combination of traits: a high degree of focus, commitment, a

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willingness to conduct serious research (no shortcuts), exercising the art of being effectively unreasonable, and always asking "why not" as an effective antidote to received opinion: "It's a question that helps sharpen my convictions and break

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down my unexamined prejudices."

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The Art of Being Unreasonable is a book chock-full of practical advice from someone who has been dramatically successful. Its a

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book you'll read through and return to several times. See my full review at <https://www.threestarleadership.com/b...>

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Eli Broad is definitely not a wuss. I

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enjoyed his succinct memoir, *The Art of Being Unreasonable: Lessons in Unconventional Thinking*. Broad has had huge success in business, as the leader of KB Home and then SunAmerica. Now retired, he 's become an important philanthropist in areas

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including education, which is how I've gotten to know him.

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in business, philanthropy, and life - and he asks the right questions, looks for the right answers, and never stops working until he gets results. At a time when our country needs to focus on what works, Eli's audiobook is a blueprint for effective public

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The Art of Being Unreasonable: Lessons in Unconventional Thinking (John Wiley, 2012), by Eli Broad
Eli Broad cofounded and led KB Home , the first homebuilder to be traded on the U.S. and New York stock exchanges, and SunAmerica ,

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which was acquired by AIG for \$18 billion in 1999.

~~The Value of Being Second-
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In A Nutshell The Art of Being Unreasonable is a book chock-full of practical advice from someone who has been dramatically

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successful. It 's a book you 'll read through and return to several times. You can check out some of my highlights and notes from this book on my GoodReads page.

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