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The Click Moment: Making Your Own Luck in Business and in Life

By Franz Johansson

Penguin Putnam Inc, United States, 2014. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book. In The Click Moment, Frans Johansson, author of The Medici Effect, shows how to stay ahead when you can't predict the future. Success is random. But we can capture this randomness and turn it in our favour. According to bestselling author Frans Johansson, planning and careful analysis no longer guarantee success. But dig deep into the actions of successful people and organizations and you find one common theme. A turning point occurs and they take advantage of that click moment to change their fate. Diane von Furstenberg saw a matching skirt and top on TV and the wrap-dress was born. Microsoft Windows was on the brink of being shut down until two people met at a party. Starbucks sold brewing equipment until Howard Schultz experienced his first latte. These people capitalized on their luck and altered the course of their lives. The Click Moment shows how we can follow them by opening ourselves up to chance encounters and harnessing the forces of success that follow.

Reviews

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