



Whatever You Think, Think The Opposite

By Paul Arden

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Whatever You Think, Think The Opposite, Paul Arden, The bestselling author of "It's Not How Good You Are, It's How Good You Want To Be" Paul Arden turns logic and common sense on its head in "Whatever You Think, Think the Opposite "and gives you the confidence to take bigger risks and enjoy your work more than you can imagine. Have you ever considered the extraordinary power of making bad decisions, being unreasonable, and taking dangerous, unadvisable risks? Has it ever occurred to you that nothing is more dangerous than playing it safe, or that the straight and narrow path may lead you right off a cliff? Paul Arden has become a global business guru on the strength of such radical insights. His first book, "It's Not How Good You Are, It's How Good You Want to Be", became a word of mouth classic, selling more than half a million copies. Instead of the usual boring advice, he offered daring quips, aphorisms, and paradoxes - all seeking to revise what we habitually hold as our 'common sense'. "Whatever You Think, Think the Opposite" is an even more daring attack on the...



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-- **Andres Bashirian**

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