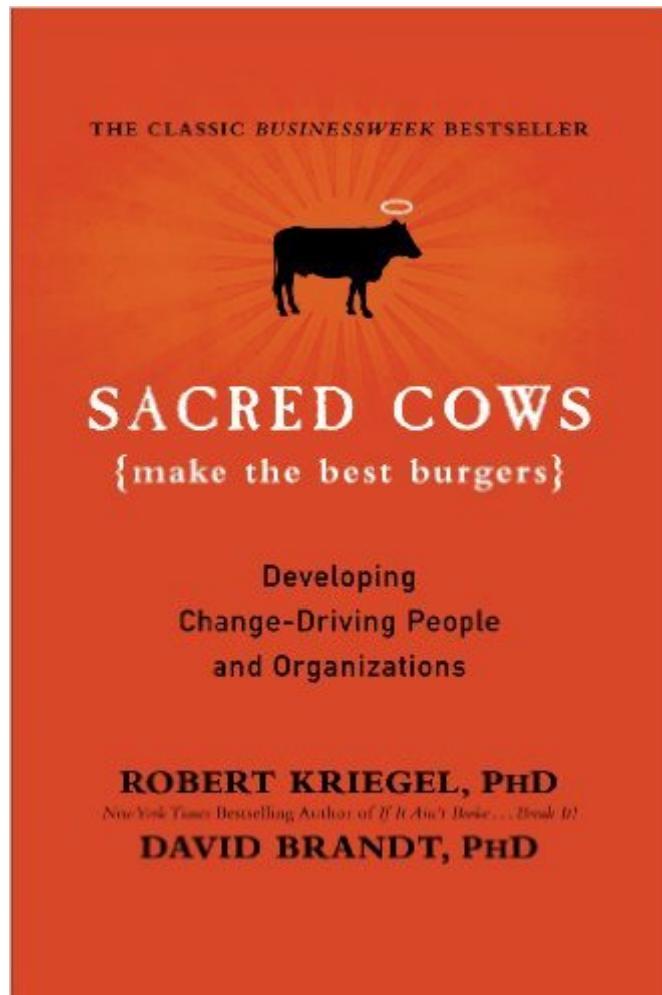


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# Sacred Cows Make The Best Burgers: Developing Change-Driving People And Organizations



## **Synopsis**

Sacred cows--outdated and costly business practices such as the reports that are never read or a slow-down of innovative ideas--exist in every company. Inspired by insights gained from more than 450 programs conducted with all types of organizations, the authors of SACRED COWS MAKE THE BEST BURGERS show how corporations can kill off the sacred cows that are crippling them.

## **Book Information**

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## **Customer Reviews**

Robert J. Kriegel is rapidly becoming one of my favorite business authors . . . I've previously enjoyed two of his other books, HOW TO SUCCEED IN BUSINESS WITHOUT WORKING SO HARD and IF IT AIN'T BROKE, BREAK IT . . . so I figured it was time to get hold of one of his earlier efforts, SACRED COWS MAKE THE BEST BURGERS--written with David Brandt. I was definitely not disappointed! Kriegel and Brandt examine why people cling to outmoded beliefs, practices and processes as if their lives depended on them . . . but more importantly, they present ways to inspire a desire to bring in the new. I particularly liked the use of real-life examples . . . although the book was written in 1996, it is still amazingly current; i.e., most of the ideas the authors present still make sense today . . . also, they can be applied to virtually any size or type of organization. There were many memorable passages; among them: \* But you'll actually do more and better by learning to slow down when everything around you is speeding up. John Wooden, the great UCLA basketball coach who won an unprecedented 10 national championships, offers this advice: "Be quick, but don't hurry. If you hurry you make mistakes." \* You may not be a beginner, but you can learn how to

think like one. Take real estate agent Michael Young, for instance. He was his company's most successful agent in northern California but he couldn't make the leap from selling houses in [one price range] range to those [in a higher price range] and up."I don't get it, " he said. "I'm using the same prospecting strategies, making calls in the evening to people at home, giving them advice and telling them about the market, and I'm in the same marketplace. But it's not working.

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