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By John Kay

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Obliquity Why our goals are best achieved indirectly, by John Kay

Why Our Goals Are Best Achieved Indirectly. by John Kay The answer, writes London School of Economics professor John Kay in his new book, Obliquity,

I've been reading the book Obliquity: Why Our Goals Are Best Achieved Indirectly and, while it's really interesting, I tend to agree with some of the reviews.

John Kay is one of Britain's leading economists. Obliquity was published by Profile Books in March 2010. We need it to store our money,

John Kay is the Author of Obliquity Obliquity: Why Our Goals Are Best Achieved Indirectly. Obliquity is the principle that complex goals are best achieved

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Mar 21, 2012 John Kay is a leading economist and Visiting Professor of Economics at the London School of Economics, a Fellow of St John's College, Oxford. He is a

Have you ever noticed that your biggest opportunities and achievements don't usually come based on picking a goal and moving in a linear direction towards it?

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Why our goals are best achieved indirectly Obliquity is a characteristic John Kay production. John combines common sense and rigorous economic

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