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## The Little Big Things: 163 Ways to Pursue EXCELLENCE

*Thomas J. Peters*

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**Thomas J. Peters : The Little Big Things: 163 Ways to Pursue EXCELLENCE** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Little Big Things: 163 Ways to Pursue EXCELLENCE:

17 of 18 people found the following review helpful. Very helpful and very useful with one caveat...By Stan Dubin I've been listening to Tom's "The Little Big Things" and reading along on the Kindle version. Tom likes to zero in on simple ideas that can have a powerful impact on the success of a business (small, medium or large). This is a really healthy approach to helping businesses succeed. Folks like to read, absorb and apply...not spend all kinds of time

trying to understand graphs, analyses, and information presented all-too-often intended to impress than to assist. So Tom scores very big points throughout in getting us immediately useable information. There is one item I strongly disagree with in the book. Tom says: "I argue here and elsewhere that the *\*only\** effective source of innovation is pissed-off people! Hence, bite your tongue and cherish such misfits!" (the word *\*only\** was in italics presumably for emphasis) I'm sure some points of innovation come from pissed-off people, and I imagine Tom has considerably more examples of this than I do. But I'm also sure superb innovation has come from those not pissed-off at all. This I've seen with my own eyeballs on quite a few occasions. And sometimes these pissed-off misfits are just that: pissed-off misfits with no innovation whatsoever in their space. Quite the contrary, some are involved with undoing innovation, creativity and productivity. So I'm not on the look-out for pissed-off misfits nor should you be. Be on the look-out for innovation in whatever form it presents itself. Then check it out, test it out and use it liberally when you see it gets the desired results. 0 of 0 people found the following review helpful. Undeniably insightful By will Being an automotive management major, I find that a substantial amount of the practices, ethics and concepts detailed in this book could be applied to a future position of mine. They're not something I've come across yet, but would definitely apply to my ongoing and future career. 0 of 0 people found the following review helpful. practical down to earth stuff By ronald berg Easy reading is so rare, but this book came in a simple but powerful language that is both applicable and reproducible. Every leader, manager, sales guy should read it, then after a few weeks practicing what he read, should come back and read it again so he can practice better next time.

"It is [Tom] Peters—;as consultant, writer, columnist, seminar lecturer, and stage performer—;whose energy, style, influence, and ideas have [most] shaped new management thinking. rdquo; ;Movers and Shakers: The 100 Most Influential Figures in Modern Business ldquo; ;We live in a Tom Peters world. rdquo; ; Fortune Magazine Business uber-guru Tom Peters is back with his first book in a decade, *The Little Big Things*. In this age of economic recession and financial uncertainty, the patented Peters approach to business and management—;no-nonsense, witty, down-to-earth, insightful—;is more pertinent now than ever. As essential for small-business owners as it is for the heads of major corporations, *The Little Big Things* is a rousing call-to-arms to American business to get ldquo;back to the basicsrdquo; of running a successful enterprise.

ldquo;Those who want to improve their business, whether a boss or an employee, will find great ideas in this compelling and very browsable book. rdquo; ; From the Back Cover #131 The Case of the Two-Cent Candy Years ago, I wrote about a retail store in the Palo Alto environs—;a good one, which had a box of two-cent candies at the checkout. I subsequently remember that "little" parting gesture of the two-cent candy as a symbol of all that is Excellent at that store. Dozens of people who have attended seminars of mine—;from retailers to bankers to plumbing-supply-house owners—;have come up to remind me, sometimes 15 or 20 years later, of "the two-cent candy story," and to tell me how it had a sizable impact on how they did business, metaphorically and in fact. Well, the Two-Cent Candy Phenomenon has struck again—;with oomph and in the most unlikely of places. For years Singapore's "brand" has more or less been Southeast Asia's "place that works." Its legendary operational efficiency in all it does has attracted businesses of all sorts to set up shop there. But as "the rest" in the geographic neighborhood closed the efficiency gap, and China continued to rise-race-soar, Singapore decided a couple of years ago to "rebrand" itself as not only a place that works but also as an exciting, "with it" city. (I was a participant in an early rebranding conference that also featured the likes of the late Anita Roddick, Deepak Chopra, and Infosys founder and superman N. R. Narayana Murthy.) Singapore's fabled operating efficiency starts, as indeed it should, at ports of entry—;the airport being a prime example. From immigration to baggage claim to transportation downtown, the services are unmatched anywhere in the world for speed and efficiency. Saga . . . Immigration services in Thailand, three days before a trip to Singapore, were a pain. ("Memorable.") And entering Russia some months ago was hardly a walk in the park, either. To be sure, and especially after 9/11, entry to the United States has not been a process you'd mistake for arriving at Disneyland, nor marked by an attitude that shouted "Welcome, honored guest." Singapore immigration services, on the other hand: The entry form was a marvel of simplicity. The lines were short, very short, with more than adequate staffing. The process was simple and unobtrusive. And: The immigration officer could have easily gotten work at Starbucks; she was all smiles and courtesy. And: Yes! Yes! And . . . yes! There was a little candy jar at each Immigration portal! The "candy jar message" in a dozen ways: "Welcome to Singapore, Tom!! We are absolutely beside ourselves with delight that you have decided to come here!" "Wow! Wow! Wow! Ask yourself . . . now: What is my (personal, department, project, restaurant, law firm) "Two-Cent Candy"? Does every part of the process of working with us/me include two-cent candies? Do we, as a group, "think two-cent candies"? Operationalizing: Make "two-centing it" part and parcel of "the way we do business around here." Don't go light on the so-called substance—;but do remember that . . . perception is reality . . . and perception is shaped by two-cent candies as much as by that so-called hard substance. Start: Have your staff collect "two-cent candy stories" for the next two weeks in their routine "life" transactions. Share those stories. Translate into "our world." And implement. Repeat regularly. Forever. (Recession or no recession—;you can afford two cents.) (In fact, it is a particularly Brilliant Idea

for a recession—;you doubtless don't maximize Two-Cent Opportunities. And what opportunities they are.)About the AuthorThomas J. Peters, "uber-guru of business" (Fortune and The Economist), is the author of many international bestsellers, including *A Passion for Excellence* and *Thriving on Chaos*. Peters, "the father of the post-modern corporation" (Los Angeles Times), is the chairman of Tom Peters Company and lives in Vermont.