



Just Go, Go, Go!: The hilarious antidote to pretentious business books.

Andrew Freeland

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Just Go, Go, Go! - Become a Wonder-fuelled company by following the radical ideas of Alec Wonder, Super-Consultant, widely recognized as: "...the grease on the cogs of industry." Just Go, Go, Go! is the antidote to all those pretentious business books. In this book you will come across radical ideas and home truths about business through the warped mind of fictional business guru Alec Wonder, a failed and pompous consultant who has 'helped' some of the world's best known, and sadly missed, companies. Covering topics such as teamwork, motivation, communication, sales, process improvement, quality, corporate power and the environment, Alec Wonder blows apart the theories, and gets to the core weaknesses of popular management techniques. His own bizarre theories such as Teamliness, Motorvation, and Estimaflation are hilarious - and yet brutally true. Just Go, Go, Go! also contains over 100 gems of business wisdom to enlighten your day, such as "The sh*t will always hit the fan, stay away from the fan." Case studies in the book demonstrate how Alec Wonder has turned his bizarre theories into success (for Alec, not his clients). Just Go, Go, Go! is for anyone who has worked for a psychotic boss, with an overpaid consultant or suffered from the latest management theories. Students of business should read this book in order to treat theories with the right level of suspicion. Business managers should read the book to look for warning signs in their own company that they are heading down the 'Alec Wonder' dead-end. Through humor and satire Alec Wonder points out some realities of business and the reader learns from his mistakes and disturbing ideas. Alec wonder is a hilarious read with real business messages about staff, customers and senior management. Yes you may become a Wonder-fuelled business - by actually avoiding his theories! Just Go, Go, Go! will make you laugh, it may make you feel ashamed, but it will help you to reassess how you run your business and deal with people. It may also change your reading habits forever. "An easy read and an ideal book for a business flight."

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