



Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits

Jeremy Eden, Terri Long

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Take the easy road to higher earnings

“There seems to be some perverse human characteristic that likes to make easy things difficult.”

—Warren Buffett, CEO, Berkshire Hathaway

Picking low-hanging fruit should be easy. Yet despite all the cost cutting and lean six-sigmaing, the branches of corporate trees are sagging from the weight of low-hanging fruit. Why not grab them and make things easy?

Too often managers blind themselves to solutions right in front of them and choose instead to suffer through long meetings, poor collaboration, politics, and bureaucracy. Throw in the challenge of getting agreement when everyone has their own opinion (often “fact-free”) and your low-hanging fruit just withers on the vine.

“If only HP knew what HP knows, we’d be three times more productive.”

—Lew Platt, former CEO, Hewlett Packard

Those closest to the work (from the factory floor to the C-Suite) and those closest to the customer know great ways to improve productivity and profits. Don’t buy into the myth that only some people have creative ideas. Everyone is creative when given the right opportunity. And when they work together as “one company,” profits soar.

For twenty-plus years, Jeremy Eden and Terri Long have helped companies of all sizes make millions by harvesting their low-hanging fruit. This book shows you how. You will improve your job satisfaction, your team’s performance, and your company’s earnings.

Need to grow your company’s earnings but don’t know where to find the low-hanging fruit? The answer is right in front of you but harvesting it takes skill. Eden and Long show you 77 clever ways to boost productivity and profits.

Low-Hanging Fruit is your road map for turning the difficult back into the easy.

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