



Uncommon Sense, Common Nonsense: Why some organisations consistently outperform others

Jules Goddard, Tony Eccles

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This is a book for managers who know that their organisations are stuck in a mindset that thrives on fashionable business theories that are no more than folk wisdom, and whose so-called strategies that are little more than banal wish lists.

It puts forward the notion that the application of uncommon sense - thinking or acting differently from other organisations in a way that makes unusual sense - is the secret to competitive success. For those who want to succeed and stand out from the herd this book is a beacon of uncommon sense and a timely antidote to managerial humbug.

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