



The Little Big Things: 163 Wege zur Spitzenleistung (Dein Leben) (German Edition)

Tom Peters

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Spitzenleistung ist kein Ziel, sie ist die Art, wie wir leben

Tom Peters liebt die kleinen Dinge, tägliche Beobachtungen und Episödchen aus dem Leben. Kleine Dinge, hinter denen die großen Dinge hervorscheinen. Selbstverständlichkeiten, die keine sind. Ein schmutziger und unaufgeräumter Laden, der den Kunden mitteilt: "Ist mir doch egal". Eine vor Sauberkeit funkelnde Imbissstollette, die besagt: "Wir kümmern uns."

Dieses neueste Werk von Tom Peters ist ein Feuerwerk aus Ideen, Tipps und Handlungsanleitungen. Der Leser profitiert von der niedrigen Unzufriedenheitsschwelle des Autors. Genervte Menschen sind für ihn die allerbeste Innovationsquelle, die wir haben.

Wer sich mit Mittelmaß begnügt, ist bei Tom Peters an der falschen Adresse. Wer Motivation erwartet ebenso. Wer Erfolg anstrebt, schon dreimal. Wer Spitzenleistung als Lebensphilosophie begreift, liegt mit diesem Buch goldrichtig.

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