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#SecretsSelfmadeBillionaire 0806 Eli Broad  
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The Art of Being Unreasonable shares the unreasonable principles--from negotiating to risk-taking, from investing to hiring--that have made Eli Broad a success. From understanding "the value of being second" to embracing the thrill of taking a risk, Broad shares the insights and practices that have propelled him to the top.

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~~Amazon.com: The Art of Being Unreasonable:  
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Broad stresses a fairly simple approach, noting that his achievements have been driven

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Thinking The Broad  
by a combination of traits: a high degree of focus, commitment, a willingness to conduct serious research (no shortcuts), exercising the art of being effectively unreasonable, and always asking "why not" as an effective antidote to received opinion: "It's a question that helps sharpen my convictions and break down my unexamined prejudices."

~~The Art of Being Unreasonable: Lessons in  
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The Art of Being Unreasonable is a book chock-full of practical advice from someone who has been dramatically successful. Its a book



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Thinking Eli Broad  
you'll read through and return to several times. See my full review at <https://www.threestarleadership.com/b...>

~~The Art of Being Unreasonable: Lessons in Unconventional ...~~

Eli Broad is definitely not a wuss. I enjoyed his succinct memoir, The Art of Being Unreasonable: Lessons in Unconventional Thinking. Broad has had huge success in business, as the leader of KB Home and then SunAmerica. Now retired, he's become an important philanthropist in areas including education, which is how I've gotten to know

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The Art of Being Unreasonable: Lessons in  
Unconventional Thinking by Eli Broad.

**Unorthodox success principles from a  
billionaire entrepreneur and  
philanthropist**

Eli Broad's embrace of  
"unreasonable thinking" has helped him build  
two Fortune 500 companies, amass personal  
billions, and use his wealth to create a new  
approach to philanthropy.

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~~The Art of Being Unreasonable by Broad, Eli (ebook)~~

"In The Art of Being Unreasonable, my friend Eli Broad lets us in on his secrets to success in business, philanthropy, and life - and he asks the right questions, looks for the right answers, and never stops working until he gets results. At a time when our country needs to focus on what works, Eli's audiobook is a blueprint for effective public citizenship."

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~~The Art of Being Unreasonable: Lessons in  
Unconventional Thinking: Author: Eli Broad:  
Contributor: Michael R. Bloomberg: Publisher:  
John Wiley & Sons, 2012: ISBN: 1118239970,  
9781118239971: Length:...~~

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Unconventional Thinking (Book) : Broad, Eli :  
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Eli Broad's embrace of unreasonable thinking  
has helped him build two Fortune 500

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Thinking, Eli Broad  
companies, amass personal billions, and use his wealth to create a new approach to philanthropy.

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THE ART OF BEING UNREASONABLE LESSONS IN  
UNCONVENTIONAL THINKING by Eli Broad □  
RELEASE DATE: May 8, 2012 Billionaire  
philanthropist Broad, who has built two  
Fortune 500 companies, serves up a lifetime  
of business lessons.

~~THE ART OF BEING UNREASONABLE | Kirkus~~

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~~The art of being unreasonable [electronic resource] ...~~

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~~The Art of Being Unreasonable Free Summary by  
Eli Broad~~

The Art of Being Unreasonable: Lessons in Unconventional Thinking (John Wiley, 2012), by Eli Broad Eli Broad cofounded and led KB Home , the first homebuilder to be traded on the U.S. and New York stock exchanges, and SunAmerica , which was acquired by AIG for \$18 billion in 1999.

~~The Value of Being Second — strategy+business~~

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The title of this book is The Art of Being Unreasonable and it was written by Eli Broad, Michael R. Bloomberg (Foreword).

~~The Art of Being Unreasonable: Lessons in Unconventional...~~

In A Nutshell The Art of Being Unreasonable is a book chock-full of practical advice from someone who has been dramatically successful. It's a book you'll read through and return to several times. You can check out some of my highlights and notes from this book on my GoodReads page.



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~~Book Review: The Art of Being Unreasonable~~  
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