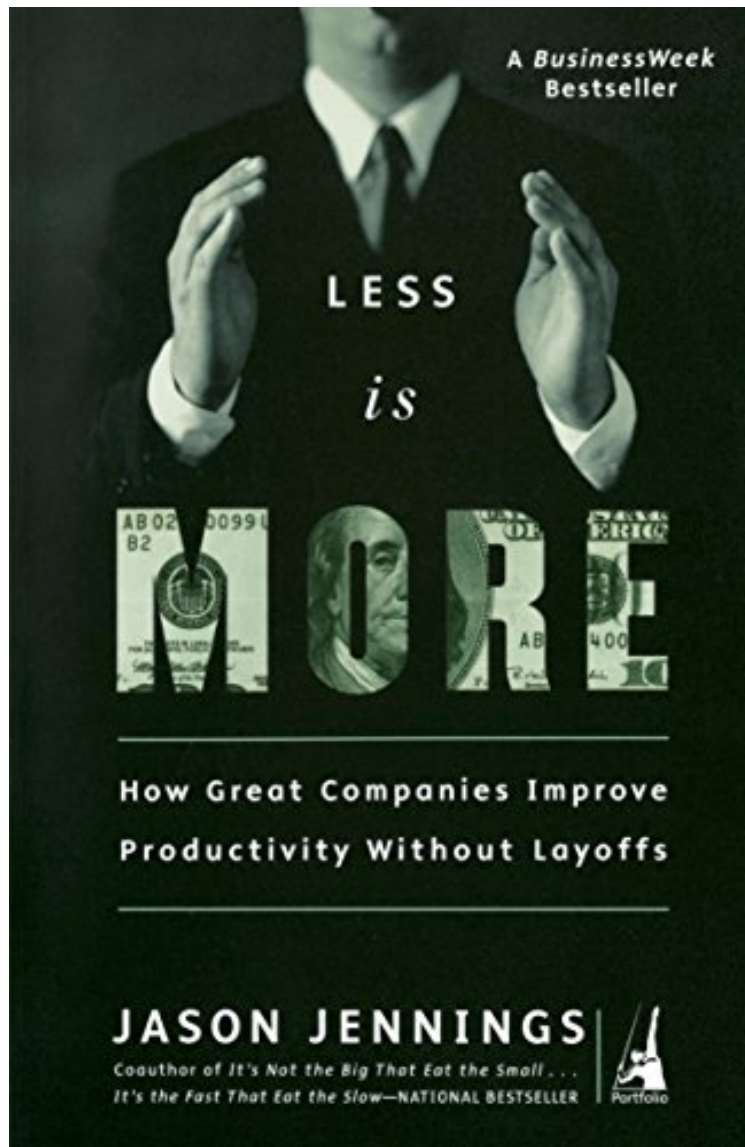


[PDF] Less Is More

## Less Is More

Jason Jennings

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**Jason Jennings : Less Is More** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Less Is More:

3 of 3 people found the following review helpful. Elegant, Simple and Profound  
By James E. Dion  
I read this book in one sitting, and am going to return to it again and again. The style of writing is not only easy to read, but more importantly, the messages are simple yet profound. It is not often that I have read a book that from the first few pages gave me an insight into something that I had almost taken for granted. The concept of productivity is both easy and complex and Mr. Jennings has done what few authors are able to do and that is make the complex simple. Every

owner of a business has to read this book. It is not filled with platitudes that sound good, it is filled with ideas and insights that can change a business and a life. I highly recommend it. 1 of 1 people found the following review helpful. Jason Jennings makes great management and leadership simple, clear and concise for CEOs, Entrepreneurs, and business leaders! By Adam W. Ifshin I feel like I've read every business book ever published. Many are good, but honestly most are overly long, rambling and of limited utility. Jason Jennings is none of that. He's clear. He's simple. He's concise. He doesn't pull punches. He says the hard things and he backs it up with results from empirical work he's done and stories of particularly successful firms. He doesn't go on and on; leaving the reader to struggle through 500 pages to find a few nuggets. It's all right there. Well organized and brief. Bravo! 9 of 9 people found the following review helpful. GFagenBy gfagen A great study of how business should be run. Stay true to yourself, your employees and your customers and success will be yours. This book highlights companies from widely ranging industries and shows that "common sense" always trumps complicated process. If you read Jennings's first book, you will thoroughly enjoy this one. An easy and entertaining read. This book does what most don't.....get you thinking and start applying paradigm shifting practice right away. In the age of ENRON, MCI, Arthur Anderson and the DOTCOM bust, this book proves that the true maxims of successful and long lasting business have always applied. Truth, Honesty, and Integrity.

In an age when every business needs to achieve more with fewer resources, Jason Jennings offers the key to ramping up productivity. In this BusinessWeek bestseller, he identifies the world's most productive companies and reveals their secrets—none of which, surprisingly, include layoffs. The companies he features are truly astonishing, from Ryanair, which generates three times more profit per employee than the legendary Southwest Airlines, to Nucor, a steel firm with annual growth of seventeen percent for the past thirty-one years and the highest paid workers in the industry. Drawing on these and other amazing companies, Jennings presents his readers with solid advice on how to streamline businesses, eliminate waste, and inspire greatness within a workforce.

From Publishers Weekly One might imagine that with this title, Jennings (*It's Not the Big That Eat the Small, It's the Fast That Eat the Slow*) is setting out to proclaim the joys of downsizing and outsourcing. Fortunately, that's far from the case, as the author has instead assembled a lively and intelligent reminder of how businesses can cut out waste from the top to the bottom (e.g., if companies don't pay executives \$80 million a year, they might not have to lay off 1,000 workers to improve the bottom line). Along with his research team of recent Princeton and Stanford grads, Jennings, who founded the media consulting firm Jennings-McGlothlin Co., writes about a handful of organizations—e.g., Ryanair, IKEA, Lantech, Nucor—that seem to defy reality with their unbelievably impressive profits, productivity and employee loyalty. The book is written as efficiently as its subject companies operate, and Jennings conclusively proves a number of truisms: nothing improves worker loyalty and productivity like telling them the truth; don't hire people you'll have to lay off in a year; and don't lose focus. This plea for sanity in the post-Enron era will be a boon to managers struggling with inefficiency in their organizations. Copyright 2002 Reed Business Information, Inc. From Library Journal Jennings, author of the popular *It's Not the Big That Eat the Small: It's the Fast That Eat the Slow* and founder of the media consultancy firm Jennings-McGlothlin Co., has undertaken to teach companies how to increase their productivity. He draws upon the experiences of successful programs for enhancing productivity and explains how businesses can emulate these programs to improve their own profitability. Thousands of companies were investigated by Jennings's research team, and those selected were scrupulously examined to weed out overexposed companies or potential Enrons. Each research-based chapter highlights what is special about these companies—whether it be vision, commitment, communication, customer relations, efficiency, or organizational culture. The book is readable and entertaining as well as informative, and the current economic climate is sure to make it a welcome addition to the popular management literature. Recommended for public libraries with a business clientele as well as academic libraries with programs in business management. Rona Ostrow, Lehman Coll. Lib., CUNY Copyright 2002 Reed Business Information, Inc. "Think of [this book] as the *In Search of Excellence* for cynical times." -- Fast Company