

OBLIQUITY KAY JOHN

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Obliquity - John Kay

Strange as it may seem, overcoming geographic obstacles, winning decisive battles or meeting global business targets are the type of goals often best achieved when pursued indirectly. This is the idea of Obliquity. Oblique approaches are most effective in difficult terrain, or where outcomes depend on interactions with other people.

[A Summary of Obliquity by John Kay \(summarised by Paul ...](#)

Kay quotes Franklin's Gambit which suggests that we often create a rational back-story to explain our decisions. Obliquity is the more common route to successful outcomes -In reality we rarely achieve our goals through a direct path, but more commonly through a more oblique approach both on a personal and professional basis.

[Obliquity: Why Our Goals Are Best Achieved Indirectly by ...](#)

John Kay has done something similar with "obliquity" and "oblique". Decisions that are made iteratively, with trial and error, employing emotion or intuition, or from going for greatness and reaping a side benefit of profits -- these are all oblique according to Kay. Quickly in the book, I was frustrated with the repetition, much as the Smurfs made me cringe.

[Obliquity by John Kay | PenguinRandomHouse.com: Books](#)

About Obliquity. A leading economist charts the indirect road to happiness and wealth. Using dozens of practical examples from the worlds of business, politics, science, sports, literature, even parenting, esteemed economist John Kay proves a notion that feels at once paradoxical and deeply commonsensical: The best way to achieve any complex or

[Amazon.ca:Customer reviews: Obliquity by John Kay \(2011-02-03\)](#)

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Review. In Obliquity , John Kay argues against my naive five-year plan. The world is too complex for our best planning. Trying to approach nebulous targets like profit or happiness directly is a fool's path.

[Obliquity : Why Our Goals Are Best Achieved Indirectly by ...](#)

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Obliquity by John Kay (ebook) - cbooks.com

John Kay is a visiting professor at the London School of Economics and a fellow of St. John's College, Oxford University. As the director, he established the Institute for Fiscal Studies as one of Britain's most respected think tanks.

Amazon.com: Obliquity: Why Our Goals Are Best Achieved ...

Kay clearly explains the "what" of obliquity but devotes most of his attention to WHY and/or HOW. More specifically, In Part One:

- o How the happiest people do not pursue happiness
- o The most profitable companies are not the most profit oriented
- o The wealthiest people are not the most materialistic
- o The means help us to discover the ends
- o Obliquity is relevant to many aspects of our lives

obliquity Archives - John Kay

This is the concept of obliquity : paradoxical as it sounds, many goals are more likely to be achieved when pursued indirectly. Whether overcoming geographical obstacles, winning decisive battles or meeting sales targets, history shows us that oblique approaches are the most successful, especially in difficult terrain.

Obliquity Audiobook | John Kay | Audible.ca

Listen to Obliquity Audiobook by John Kay, narrated by Erik Synnestevedt

Obliquity by Kay, John - biblio.co.uk

"John Kay tells a fast-paced detective story as he searches for the surprising secret to successBrilliant." -Tim Harford, author of The Logic

Obliquity eBook by John Kay - 9781101476390 |

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