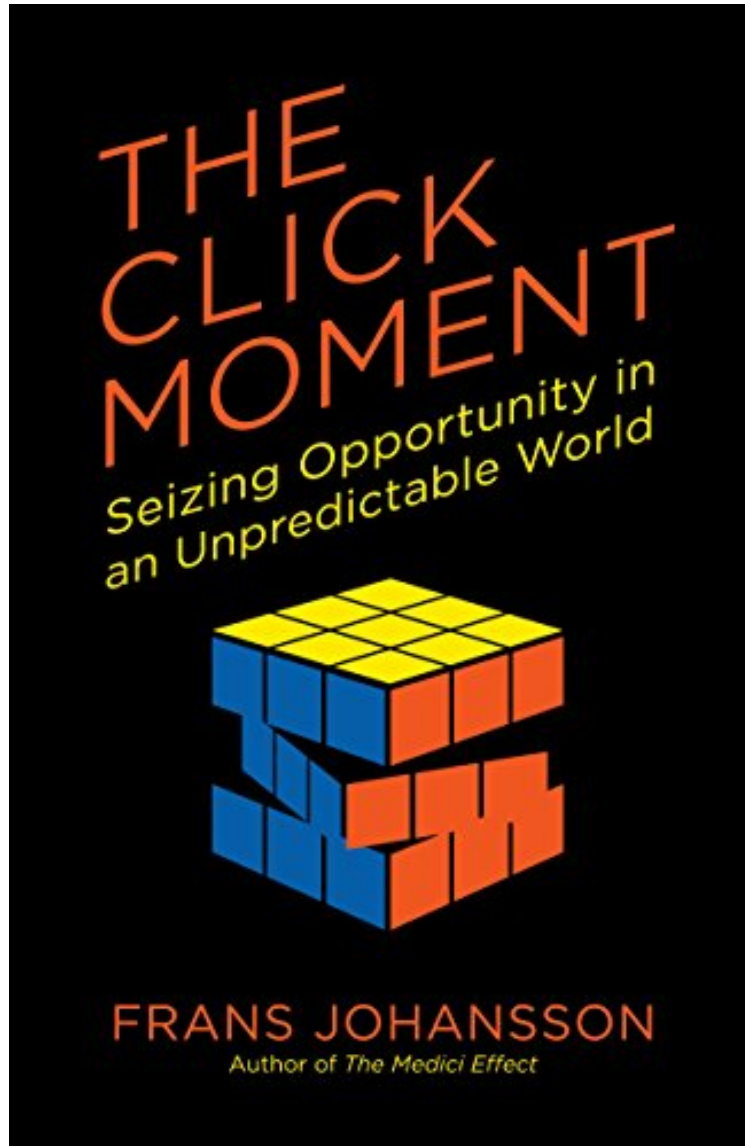


(Ebook free) The Click Moment: Seizing Opportunity in an Unpredictable World

The Click Moment: Seizing Opportunity in an Unpredictable World

Frans Johansson

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Frans Johansson : The Click Moment: Seizing Opportunity in an Unpredictable World before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Click Moment: Seizing Opportunity in an Unpredictable World*:

0 of 0 people found the following review helpful. Innovation does not happen like we usually think it does! By Darrel Untereker This is one of the most important books I have read in quite some time. It should be a "must read" for anyone interested in innovation. As the author points out, our assumptions about innovation are most often wrong. In particular, there is a lot more serendipity involved that we typically recognize. When we look back on things we label

as innovative, the path to them always look so logical that we get the idea that we can plan for and recognize the next innovation so we won't miss it, which just isn't true. One thing I really like about this book is that it not only points out our false beliefs about innovation, but it gives advice on how to do better. One conclusion I have come to from reading this book is that innovation isn't about spending more money, but rather it is about spending the money we have more wisely, and about creating a culture where innovation is more likely to flourish.

2 of 2 people found the following review helpful. A convincing argument told anecdotally, not analytically. By Xuan In college we are taught to argue using facts and data gleaned from research that has been peer reviewed and validated. Yet in the real world, people are often persuaded by nothing more than a well told story. This book is a collection of well told stories that the author has strung together to create his argument. One can say that it would be just as easy to find a collection of stories that argue for the exact opposite of what he is saying, but it wouldn't invalidate the point of his stories. And drawing lessons from these case studies definitely yields insights into how we may increase the chance or serendipity in our lives: have an idea, go do it, don't lock yourself into one position, get ready to pivot if opportunities present themselves and double down when you see a window of opportunity. Sounds very much like the typical immigrant method to making it in a new land. To which I'd imagine the author would say, "And you see how many successful immigrants there are today! See?" In a certain way this is all common sense, but then again good theories don't all need to be counterintuitive. So, in summary, I'm convinced, and I think anyone can do themselves a service to practice the lessons in this book.

2 of 2 people found the following review helpful. Harnessing Your Brand's Potential By Joe Whenever I begin reading a new book, the first question I ask myself is: What two or three principles or practical applications does the book offer so as to improve at least one aspect of my personal and/or professional life? Once I've identified those assumptions, I conduct real life unscientific experiments to test their validity. Sometimes I get consistent and surprising positive results, and other times the results are negligible. The first point I tested from this book was the importance of "creating large hooks," i.e., create a compelling narrative in the form of a product and/or service. The second point was seizing "click" moments, i.e., act quickly on the idea. In essence, as it relates to success, there are imperceptible, unpredictable, and complex and random forces that are at play in our lives, and in order to capture the value and benefits these forces offer, it is necessary to act immediately because there is no telling how long a window of opportunity will remain open.

In the story of every great company and career, there is one defining moment when luck and skill collide. This book is about making that moment happen. According to Frans Johansson's research, successful people and organizations show a common theme. A lucky moment occurs and they take advantage of it to change their fate. Consider how Diane von Furstenberg saw Julie Nixon Eisenhower on TV wearing a matching skirt and top, and created the timeless, elegant wrap-dress. That was a "click moment" of unexpected opportunity. Johansson uses stories from throughout history to illustrate the specific actions we can take to create more click moments, place lots of high-potential bets, open ourselves up to chance encounters, and harness the complex forces of success that follow.