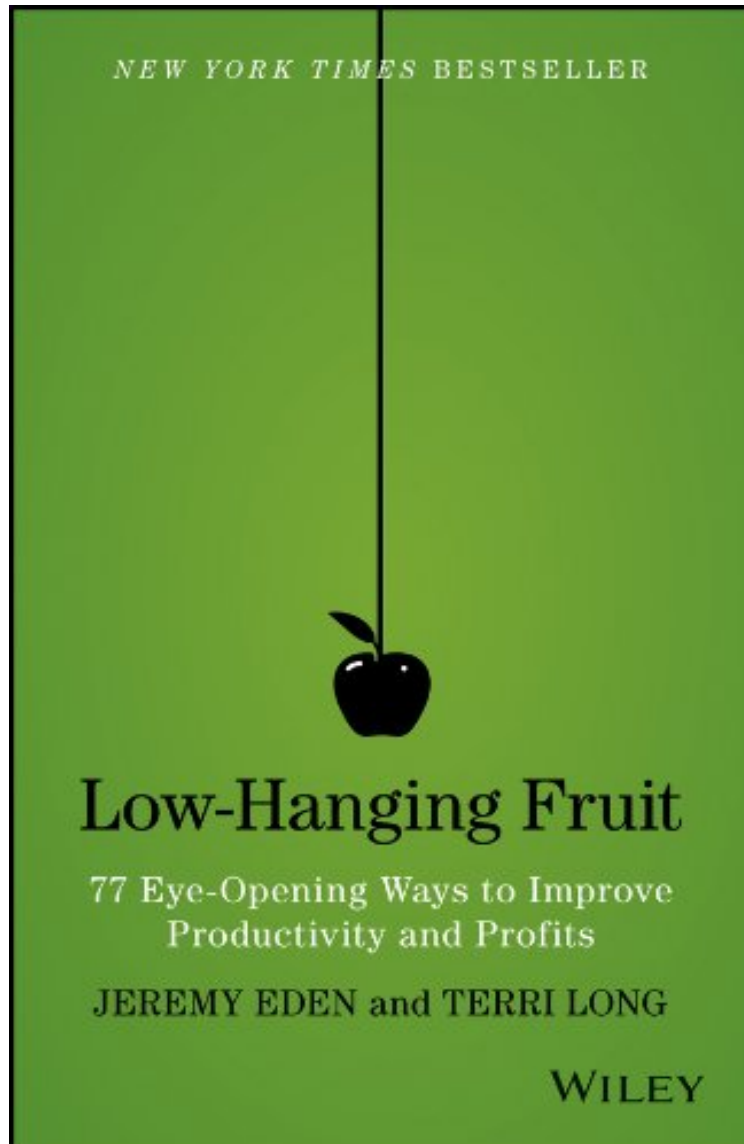


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Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits

Jeremy Eden, Terri Long

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Jeremy Eden, Terri Long : Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits

before purchasing it in order to gage whether or not it would be worth my time, and all praised Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits:

0 of 0 people found the following review helpful. A fantastic "pick-and-choose" implementation manualBy Scott R. MaczkaVery good book for professionals seeking an easy read, but also to receive some good nuggets of information that can take their ideas to the next level. Personally, I felt as though most of the "good stuff" came toward the middle

to the end of the book. Also, it is curious as to why they set up the book with each idea representing a chapter so that many of the chapters were only a couple pages in length. For me, it would have benefited the author to go into more details and examples for each idea. Because there were so many chapters, I found a couple of instances where the authors, co-written by Jeremy Eden and Terri Long, contradicted themselves (slightly) on some minor points. For example, in chapter 10, they claim you should not brainstorm for solutions, instead brainstorm for problems. Yet the solution-finding sessions that they refer to later in the book sound a lot like brainstorming to me but that's just my take. With that said, the flip side advantage to many chapters with many ideas is that you can pick and choose what works best for your organization. For example, chapter 50, "For Big Results, Focus on Small Ideas" was a great chapter and ended up being a hit at my company because we communicated incentives to all of our supervisors and superintendents to come up with ideas for small changes that could be made in their areas that would benefit our bottom line where small = about \$25,000 in savings. Well when you have over 100 functions in your company, this idea pays off quite nicely, especially if you can realize those savings YOY. So for that 2-page chapter, it was money worth spending on the book. 1 of 1 people found the following review helpful. Concise and highly usable advice from two obviously seasoned pros

By Customer I have consulted to many companies, and I think this (concise and accessible) book is mandatory for businesses of virtually any size. There is no company that can't benefit from better utilization of its resources, greater efficiency in how it manages its expenses, and an all-around more thorough understanding of its true problems - and opportunities - and how to best resolve the problems and capitalize on the opportunities. Unlike so many other books on business that have one or two great ideas padded out to several hundred pages, "Low Hanging Fruit" presents, well, 77 distinct ideas and concepts. Many will have differing relevance to companies at various times in their evolution, but the overall impact is compelling. As others here have mentioned, the magic is in how easily the authors apply the concepts to a variety of situations and examples. It's clear that they've truly - and painfully - been there and done that. I've read it twice so far, since the ideas come so quickly. I also compiled a list as I read of all the senior managers I needed to send a copy to!

2 of 2 people found the following review helpful. A fun and thought provoking read

By Andrea C This book is packed with simple but powerful ideas for improving productivity and profitability. The authors share their wisdom in an easy to read and humorous fashion, translating their experiences into stories I could relate to and offering practical common sense approaches for making positive changes. Thank you Jeremy and Terri for opening my eyes to my own bountiful garden of low hanging fruit!

Take the easy road to higher earnings

“There seems to be some perverse human characteristic that likes to make easy things difficult.” — Warren Buffett, CEO, Berkshire Hathaway

Picking low-hanging fruit should be easy. Yet despite all the cost cutting and lean six-sigmaing, the branches of corporate trees are sagging from the weight of low-hanging fruit. Why not grab them and make things easy? Too often managers blind themselves to solutions right in front of them and choose instead to suffer through long meetings, poor collaboration, politics, and bureaucracy. Throw in the challenge of getting agreement when everyone has their own opinion (often “fact-free”) and your low-hanging fruit just withers on the vine.

“If only HP knew what HP knows, we’d be three times more productive.” — Lew Platt, former CEO, Hewlett Packard

Those closest to the work (from the factory floor to the C-Suite) and those closest to the customer know great ways to improve productivity and profits. Don’t buy into the myth that only some people have creative ideas. Everyone is creative when given the right opportunity. And when they work together as “one company,” profits soar.

For twenty-plus years, Jeremy Eden and Terri Long have helped companies of all sizes make millions by harvesting their low-hanging fruit. This book shows you how. You will improve your job satisfaction, your team’s performance, and your company’s earnings.

Need to grow your company’s earnings but don’t know where to find the low-hanging fruit? The answer is right in front of you but harvesting it takes skill. Eden and Long show you 77 clever ways to boost productivity and profits.

Low-Hanging Fruit is your road map for turning the difficult back into the easy.

"Their lively book distills what has worked for their Fortune 100 clients over the past 20 years. They knock over a few sacred cows along the way." --Fortune.com

"Here's why you might need to forget what you know about teamwork, excelling, and tradition." —Fast Company

"Eden and Long wisely present both the problems and solutions concisely and cleverly." --Success Magazine

"In 'Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits,' authors Terri Long and Jeremy Eden show how incremental but meaningful change boosts productivity and profit." --Investor's Business Daily

"CEOs are often far removed from the thousands of processes carried out every day across the complex organizations they lead, resulting in easy growth opportunities missed." —Chiefexecutive.net

"This is a punchy, easy-to-read book, with very short chapters, each hammering home some low-hanging fruit that your company can snatch." —Globe and Mail

"This is one of the most practical and immediately actionable guides for business leaders that I have ever seen." --Skip Prichard, Leadership Insights