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*Obliquity describes the process of achieving objectives indirectly*  
*by John Kay is published on 25'*

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**April 25th, 2018 - Obliquity By John Kay Summarised by Paul Arnold Trainer amp Facilitator paul.arnold.me.com**  
**Content Readability Clarity amp Structure IN A NUTSHELL** The book is built upon the principles of complexity and systems theory'

*'Obliquity By John Kay The Independent*

*April 29th, 2010 - This book by the distinguished economist and writer John Kay is an extended essay about an idea which is intuitively true namely that certain targets are achieved only as a side effect of aiming for something else"***John Kay Leadership Marketing and Everything**

**March 9th, 2018 - In Obliquity John Kay says ?An old story tells of a visitor who encounters three stonemasons working on a medieval cathedral and asks each what he is doing'**

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indirectly'

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Kay proves a notion that feels at once paradoxical and deeply**

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commonsensical the best way to achieve any complex or broadly defined goal from happiness to preventing forest fires is the indirect way We can learn how to achieve our objectives only'

***'Decision making John Kay s way Financial Times***

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**'John Kay economist Wikipedia**

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**FAcSS born 1948 is a British economist He is a visiting Professor of Economics at the London School of Economics and has been a'**

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the Institute for Fiscal Studies and business consultant and asks  
us to think in a new way He asserts that our goals are often not  
best directly approached but rather by an oblique route ? for  
example the happiest people don?t directly pursue  
happiness"*Obliquity Audiobook Audible com*

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**April 24th, 2018 - 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"John Kay Obliquity Part 1 of 2 YouTube**

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