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## **Strategy Fat Smoker - David Maister**

Strategy and the Fat Smoker: Doing What's Obvious But Not Easy David Maister Explores the fat smoker syndrome and how individuals, managers, and organisations can overcome the temptations of the short-term and actually do what they already know is good for them.

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Get this from a library! Strategy and the fat smoker : doing what's obvious but not easy. [David H Maister] -- "We often (or even usually) know what we should be doing in both personal and professional life. We also know why we should be doing it and (often) how to do it. Figuring all that out is not too ...

**STRATEGY & THE FAT SMOKER: Doing What's Obvious But Not ...**

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The "Fat Smoker" analogy is memorable, and it means that we don't always do what we know is good for us, even when it comes to running a business. In order to achieve great results, we have to break the old habits that have kept us in the same old ruts.

## **Strategy and the Fat Smoker: Doing What's Obvious But Not ...**

So it is with business strategy: you can't achieve a competitive differentiation through things you do "reasonably well, most of the time." Not only can you not dabble, but you also cannot have short-term strategies (an oxymoron, if ever there was one.) The pursuit of short-term goals is inherently antistrategic and self-defeating.

## **Strategy The Fat Smoker Doing**

(Sir Martin Sorrell, CEO, WPP) --Sir Martin Sorrell, CEO, WPP. Strategy and the Fat Smoker is a masterpiece - a rare blend of wisdom, experience, and humility. Every manager, and anyone who works in a professional services firm, ought to read this lovely book.

## **The Fat Smoker**

The Fat Smoker metaphor is that fat smokers know that they should stop smoking, eat less and exercise more - but that they are demotivated by the scale of the whole journey and can find any number of reasons for not

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taking the first step. Maister - who claims he was the archetypical fat smoker,...

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## **Leadership: Lessons from a "Fat Smoker" - Fast Company**

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## **Strategy and the Fat Smoker - YMCDN**

New book review for Strategy and the Fat Smoker: Doing What's Obvious But Not Easy, by David H. Maister, The Spangle Press, 2008, reposted here: . When I first saw this title, I was inclined to think that the author had intended the phrase "fat smoker" to be an oxymoron, because at least in my experience, there are very few smokers who are overweight.

## **Amazon.com: Strategy and the Fat Smoker; Doing What's ...**

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The one-firm firm approach is not simply a loose term to describe a "culture.". It refers to a set of concrete management practices consciously chosen to maximize the trust and loyalty that members of the firm feel both to the institution and to each other.

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We often know what to do but somehow can't find the (time, energy, resources, motivation - you name it) to do it. Enough now. Reading Strategy and the Fat Smoker and you just might find what ...

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