

(Ebook free) Why Most Things Fail

Why Most Things Fail

Paul Ormerod

*audiobook / *ebooks / Download PDF / ePub / DOC*



[Download](#)

[Read Online](#)

#1444264 in eBooks 2010-12-22 2010-12-22 File Name: B004H1TC2K | File size: 26.Mb

Paul Ormerod : Why Most Things Fail before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Most Things Fail:

1 of 1 people found the following review helpful. Brilliant Brave and HelpfulBy IN8I loved this book so much I bought it in hardback years ago and now as a Kindle book. While we so often turn the other way, as if failure were neither something to learn from or in fact the natural way of things, to do so is risky and deluded. There's much to learn from failure - perhaps more than from success, and I thoroughly recommend it for those of us who face both,

often.3 of 3 people found the following review helpful. Unfocused and disjointedBy American BandersnatchThe topic is an interesting one and I give the author credit for trying to pick out key themes across a very broad and complicated landscape. However, I found the book frustrating and annoying in a number of ways. Most importantly, the book never manages to find and develop a theme; it seems to meander from topic to topic. In addition, the author is far too enamored of simple computer models and spends too much time belaboring how they work, their iterations and marveling at how, with the right inputs, they can show outputs similar to what is observed in real life. In addition, much of what appears to be the point of the book hinges on the assumption that the extinction of a species is a failure similar to a company ceasing to be a separate stand-alone entity. However, firms disappear for many reasons other than bankruptcy - for example, I don't think the stockholders and employees of Pixar thought it a failure when it was acquired by Disney. Less significantly, while Macbeth is a great play and Evelyn Waugh a great novelist his attempt to weave his many literary loves into his theory is awkward and clumsy. He also touches on interesting topics (the collapse of Long Term Capital Management, the pros and cons of monopolies, evolution, the introduction of New Coke, the correct strategy for playing The Price is Right) but only provides superficial commentary that is very unsatisfying. Finally, he has a habit of stating the obvious as if he has made a great discovery (two car company representatives expressed great confidence in how their product lines would perform but the third said the outcome would depend on how customers liked the product - could it be possible that companies aren't certain about the outcomes of their actions? Could it be that companies must make decisions and those decisions could turn out to be bad decisions? Should Paul Ormerod give his acceptance speech in Swedish, or would English be acceptable?)

From the best-selling author of *The Death of Economics* and *Butterfly Economics*, a ground-breaking look at a truth all too seldom acknowledged: most commercial and public policy ventures will not succeed. Paul Ormerod draws upon recent advances in biology to help us understand the surprising consequences of the Iron Law of Failure. And he shows what strategies corporations, businesses and governments will need to adopt to stand a chance of prospering in a world where only one thing is certain.

The essential book on why some business fail ... and how to avoid it.