



## Drinking from the Fire Hose: Making Smarter Decisions Without Drowning in Information (Hardback)

By Christopher Frank, Paul Magnone

Penguin Putnam Inc, United States, 2011. Hardback. Book Condition: New. 231 x 152 mm. Language: English . Brand New Book. You re sitting in a windowless conference room. Twenty minutes into the meeting the presenter finally makes it to slide four of a thirty two- slide deck. At least you can read this one, unlike the others, which were crammed with numbers, graphs and charts. You look around, wondering if anyone else is following the presentation. Just about everyone these days suffers from information overload the 24/7 explosion from our computers, smartphones, media, colleagues, and customers. Information is essential to making intelligent decisions, but more often than not, it simply overwhelms us. It s like trying to drink from a fire hose. The question isn t how to stop all those e-mails, meetings, conference calls, and fat reports; that s impossible. The question is what to do with them. How do you find the truly essential nuggets of information and use them with confidence? The solution proposed by Christopher Frank and Paul Magnone sounds deceptively simple: Learn how to ask the right questions at the right time. Whatever field you re in, asking smarter questions will expose you to new information, point you...



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