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The Wright Way: 7 Problem-Solving Principles from the Wright Brothers That Can Make Your Business Soar

Mark EPPLER

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When Wilbur and Orville Wright executed the first successful manned flight on December 17th, 1903, they stunned the world. Man could fly! Where had these two brothers come from? The impact was astonishing. (Imagine if Neil Armstrong had landed on the moon in a craft he built himself and paid for with a part-time job!)

In ushering in the age of flight, the Wright brothers got past numerous obstacles the world's other scientists hadn't even begun to tackle. *The Wright Way* defines seven essential problem-solving principles the brothers used in accomplishing this enormous feat, and shows readers how to apply them to common business problems. The book presents practical, inspirational principles for achievement, including:

* Hammering out problems through constructive conflict

* Addressing the toughest issues -- or "worst things" -- first

* Achieving perfection through "inveterate tinkering"

* Pursuing useful knowledge through "forever learning"

The book gives business leaders and managers constructive tips they can use to tackle their most difficult -- and rewarding -- challenges and opportunities. A perfect combination of savvy management guidance and historical adventure story, *The Wright Way* shows readers how to

make their business soar when others can’t even get off the ground.

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Ellen McNulty:

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