



# Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits

By Jeremy Eden, Terri Long

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Management guru, Peter Drucker once observed, "So much of what we call management consists in making it difficult for people to work." His observation rings true all across the corporate world: poor or non-existent decision-making processes, endless meetings, and layers of management between the worker bees and the power-elite. Meanwhile, executives, supervisors and those closest to the work and closest to the customer all struggle with broken processes, unnecessary complexity and the feeling that they are running as fast as they can.

How can anyone, from the shop floor up to the C-suite, make their companies better? Despite years of corporate initiatives and implementing big fixes, are there really more simple and smart ways to improve productivity? In *Low-Hanging Fruit*, co-authors Jeremy Eden and Terri Long not only answer that question, they show how to get it. *Low-Hanging Fruit* is a fast-paced, fun read with 77 different ways to make a difference at your company. Eden, a former McKinsey consultant and Long, a former bank executive use many great examples from working with teams at Fortune 1000 companies helping them cut through the complexity, the politics and the waste. *Low-Hanging Fruit* gives you the best ideas culled from their experience such as how to deal with the "unintentional squelch" "zombie projects" and why mom was wrong about always doing your best.

This isn't a theoretical business tome. This is an indispensable guide that should sit on every career-minded person's desk to be referenced regularly.

Often contrarian, always passionate, *Low-Hanging Fruit* has the power to change your career and your organization.

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### Editorial Review

Review

“One of the top ten business books of 2014!”

—*The Globe and Mail*

“Their lively book distills what has worked for their Fortune 100 clients over the past 20 years. They knock over a few sacred cows along the way.”

—*Fortune.com*

“Here’s why you might need to forget what you know about teamwork, excelling, and tradition.”

—*Fast Company*

“In ‘Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits,’ authors Terri Long and Jeremy Eden show how incremental but meaningful change boosts productivity and profit.”

—*Investor’s Business Daily*

“CEOs are often far removed from the thousands of processes carried out every day across the complex organizations they lead, resulting in easy growth opportunities missed.”

—*Chiefexecutive.net*

“The 28 best business books of 2014. Here is my list of books that will help you as an employee, as a manager and as a human.”

—*Diane Berard, Les Affaires*

“Eden and Long wisely present both the problems and solutions concisely and cleverly. Their eye-openers are definitely worth a second look—and they’ll help you find and harvest that low-hanging fruit to increase your company’s productivity and profits.”

—*Success Magazine*

“This is one of the most practical and immediately actionable guides for business leaders that I have ever seen.”

—*Skip Prichard, Leadership Insights*

“Amazing new book”

—*Olivia Paar-Rud, Quantum Business Insights*

“Each chapter is written in a very entertaining way, so you can grasp it and put it right into practice.”

—*Financial Spectrum Radio with Bill Kearney*

“Does it work? PNC Financial’s initial program generated more than 2,400 ideas worth \$400 million annually. When it merged with National City, it applied the same process and found \$2 billion in operating efficiencies.”

—*Dallas Morning News*

“You are not going to get bogged down in gobbledygook and confusion. This book moves along and is

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—*Money Matters radio with Stu Taylor*

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#### From the Inside Flap

In just about every area of life, we tend to think there are only two possibilities: accept things the way they are, or put in a lot of effort, time, and money to make things better. *Low-Hanging Fruit* is about a *third* possibility. What most people don’t realize is that there are dozens of easy quick ways to make things better. We can pluck this “low-hanging fruit” every day to save time and money right away.

Step inside any organization, even a very successful one, and chances are good that you’ll find a lot of waste

if you know where to look. From providing a feature that consumers don't care about to doing an outstanding job on daily tasks that only require "good enough" performance, there are countless areas where resources simply go down the drain. In this book, Jeremy Eden and Terri Long have distilled 77 of their most effective techniques for generating real performance improvements drawn from their success working with major companies.

Too many business books are written in a dry tone and offer little practical advice. *Low-Hanging Fruit* is a breath of fresh air, thanks to the entertaining chapters that get right to the point.

If you think you don't have the resources to be faster, better, and more profitable, think again. Whether you are a member of a small team or an executive of a multinational company, you will learn from *Low-Hanging Fruit* how to identify and solve hidden problems.

## **Users Review**

### **From reader reviews:**

#### **Raymond McMillion:**

The book *Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits* gives you the sense of being enjoy for your spare time. You can use to make your capable far more increase. Book can to become your best friend when you getting stress or having big problem together with your subject. If you can make examining a book *Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits* to become your habit, you can get a lot more advantages, like add your current capable, increase your knowledge about many or all subjects. You are able to know everything if you like available and read a book *Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits*. Kinds of book are a lot of. It means that, science publication or encyclopedia or other people. So , how do you think about this publication?

#### **Christine Hughes:**

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#### **Gerald McMullen:**

The book untitled *Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits* contain a lot of information on it. The writer explains your ex idea with easy means. The language is very clear and understandable all the people, so do not worry, you can easy to read the idea. The book was published by famous author. The author brings you in the new period of time of literary works. You can easily read this book because you can please read on your smart phone, or program, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-

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