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working smartly. It is not about taking shortcuts. We are living in an age of non-traditional ladder climbing.

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I recently read Shane Snow 's book,

“Smartcuts: How

Hackers, Innovators,  
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Success.” In sum, it is

a good book that puts

forward compelling

principles and

provides fascinating

stories to support

them. I loved reading

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about the variety of  
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found in shoe design,  
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Snow. I think

“Smartcuts” is one of  
the best 2014 books  
about success. It is a  
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thought provoking  
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Snow's book:

“Smartcuts: How

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Snow's book

“Smartcuts” states

how nowadays it

takes less and less

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time to make money.  
People aren't doing  
this by taking  
shortcuts, but  
'smartcuts'.

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From SpaceX to The  
Cuban Revolution,  
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a narrative adventure that busts old myths about success and shows how innovators and icons do the incredible by working smarter and how perhaps the rest of us can, too. About the Author Shane Snow is an entrepreneur and journalist who is the ultimate life hacker.

His company,

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Contently, is valued at more than \$30 million, yet two years ago, it didn't exist.

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Smartcuts: How Hackers, Innovators, and Icons Accelerate Success. Shane Snow. 277 pages,

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SmartCuts: How  
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Success Score: A

SmartCuts by Shane  
Snow was a book I  
was very excited to  
read. The title is  
obviously a play on  
'short cuts,' in this

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case it is a 'smart cut' because we will be learning how to get ahead in life by being 'smart.' Essentially this book delves into what it truly means to work smarter, not harder.

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One way or another, they do it like computer hackers.

They employ what

psychologists call

"lateral thinking: to

rethink convention

and break "rules" that

aren't rules. These

are not shortcuts,

which produce often

dubious short-term

gains, but ethical

"smartcuts" that

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