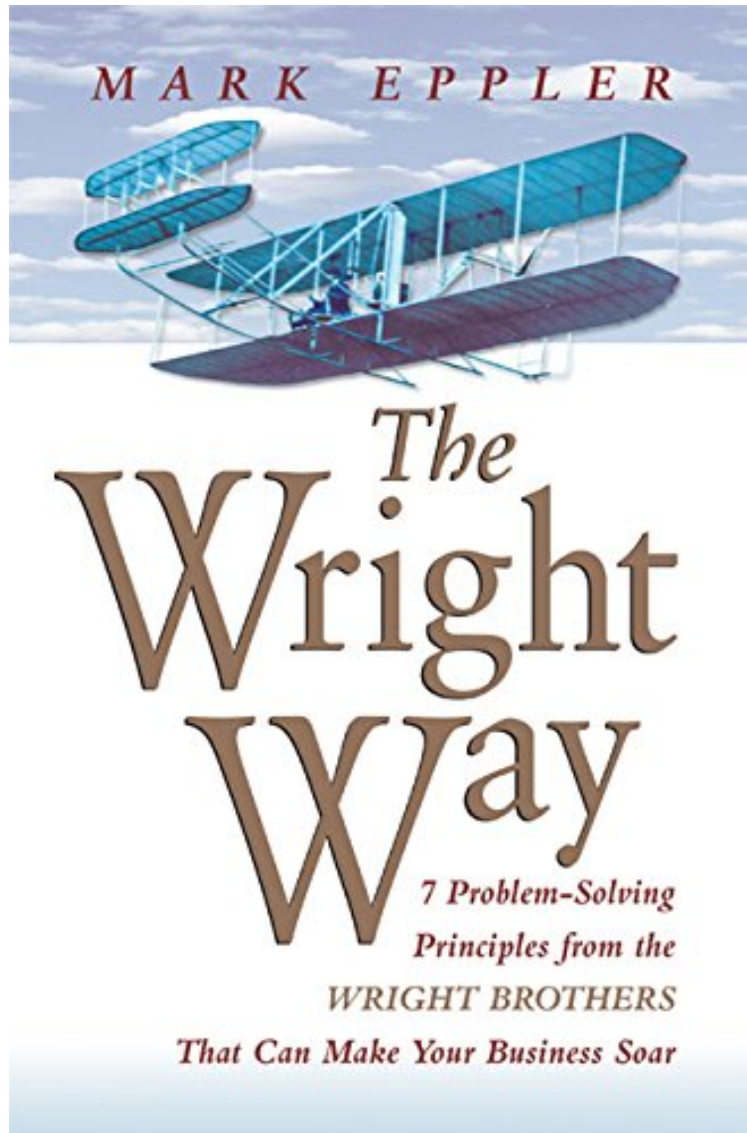


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The Wright Way: 7 Problem-Solving Principles from the Wright Brothers That Can Make Your Business Soar

Mark EPPLER

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Mark EPPLER : The Wright Way: 7 Problem-Solving Principles from the Wright Brothers That Can Make Your Business Soar before purchasing it in order to gage whether or not it would be worth my time, and all praised The Wright Way: 7 Problem-Solving Principles from the Wright Brothers That Can Make Your Business Soar:

0 of 0 people found the following review helpful. good read for learning about problem solvingBy sunnyVery nice

book. The author does a great job of diving into the stories of the Wright brothers but not lingering on them very much. The topics are presented cleanly and the language is easy to follow. Information is useful because it shows the remarkableness of two common men. 0 of 0 people found the following review helpful. Brilliant. Innovation is the heart of leadership in business ...By TJ RyanThe Wright brothers solved a previously unsolvable problem in 3 years with nothing more than their personal funding, spare time, and mechanical knowledge, but with no engineering background. Others had been trying for decades. The Wright brothers achieved this feat using their wits and skills. Among their skills was the ability to prioritize the problems that they had to resolve. Nearly everyone was trying to solve for how to get enough power in a light enough package. They chose to resolve the issue of flight control, seeing the priority of that issue differently than everyone else. Effectively "it doesn't matter if we get it into the air, if we cannot control it while we are up there". Brilliant. Innovation is the heart of leadership in business today. This should be in everyone's library. Eppler's case for the skills that affected the innovation of powered, manned flight is spot on. 0 of 0 people found the following review helpful. Amazing what the brothers accomplished to solve the puzzle of ...By CharlesAmazing what the brothers accomplished to solve the puzzle of powered flight that many said could not be done or not in a hundred years (NY Times November 1903) in eighteen months using less than a \$1000 part time since the bike shop was the full time job and the book does a great job of analyzing their success factors.

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.

"Academy of Management Executive: ""The Wright Way is not written as a biography nor does one need to be a history buff to enjoy and benefit from this book. It would be useful to those making personal and organizational decisions, in addition to students in a college-level decision-making or business history course. The Wright Way is easy to read and well organized with many headings that help the reader process the flow of information."" Chosen as one of the top 10 best business books of the year by the Toronto Globe Mail: ""A delightful discourse on problem-solving."" "Automotive Design Production: ""What the Wright Brothers accomplished was something that people considered to be impossible. They didn't come from wealth. They had 'day jobs' and other things that they had to get done. They were pretty much like the rest of us. But because of their imagination, drive, persistence, and effort, they became extraordinary."" Niche magazine: "Eppler elevates his book to a class of its own by dissecting the problem-solving model that the Wright brothers used and applying it to the successful management of a small business." Business to Business: ""More than a problem-solving guide, this book also provides a glimpse into the extraordinary motivation and diligence that explain the success of two otherwise non-descript bicycle repairmen."" From the Inside Flap Human flight is impossible. Thomas Edison, Alexander Graham Bell, the Smithsonian Institution, and the United States military had all come to the same conclusion after years of failure. The New York Times was only slightly less pessimistic, opining that flight would be achieved in a million years—at the earliest. It's a good thing Wilbur and Orville Wright weren't listening, because on December 17, 1903, these two brothers achieved one of the greatest feats in human history: They flew an airplane. The search for modern parallels to the accomplishment is futile; imagine if Neil Armstrong had landed on the moon—in a craft he built himself with money from a part-time job. The enormity of the event cannot be overstated, but its genesis is something of a mystery. Who were Wilbur and Orville Wright, and how could these two unassuming bicycle builders from Dayton, Ohio, succeed where the greatest minds in the world had fallen short? Delve into their story and you will find brilliance married to diligence, perseverance born of courage, and humility surpassed only by confidence. You will also discover unmistakable patterns in the Wrights' approach to problem solving, an unstated but clear philosophy that played a large part in their eventual triumph. In The Wright Way, author Mark Eppler has distilled the essence of their methods into seven problem-solving principles that not only illuminate the brothers' path to success but also hold direct relevance for contemporary business environments. Whether their organizations are foundering in a lackluster economy or are aspiring to dominate an ultra-competitive market, leaders and professionals in all fields would do well to adopt the Wright brothers' principles of: • Forging—shaping ideas through constructive conflict • Tackling the tyrant—solving the toughest parts of the problem first •

Fiddlingmdash;ldquo;inveterate tinkering,rdquo; or constantly experimenting with improvements bull; Mind-warpingmdash;approaching a problem logically, while seriously considering illogical options bull; Relentless preparation mdash;maintaining a lifelong passion for learning bull; Measuring twicemdash;paying meticulous attention to detail bull; Force multiplicationmdash;accomplishing infinitely more in teams than as individuals The author illustrates each of the principles with riveting historical anecdotes, contemporary business examples, and revelatory quotations from the brothersrsquo; notes and correspondence. The resulting portrait becomes a blueprint for all those who refuse to bow to limitations. One hundred years ago, the Wright brothers would not have had a ldquo;Seven Principlesrdquo; poster tacked on their workshop wall. To them, it was simply a matter of working together carefully, tirelessly, indomitably. They had no mission statement, just a mission: to achieve the unachievablemdash;and conquer the sky. Mark Eppler is an award-winning speaker, a former marketing executive, and a passionate student of ldquo;everything Wright.rdquo; He has taught business and management at Indiana University and is the author of Management Mess-Ups.