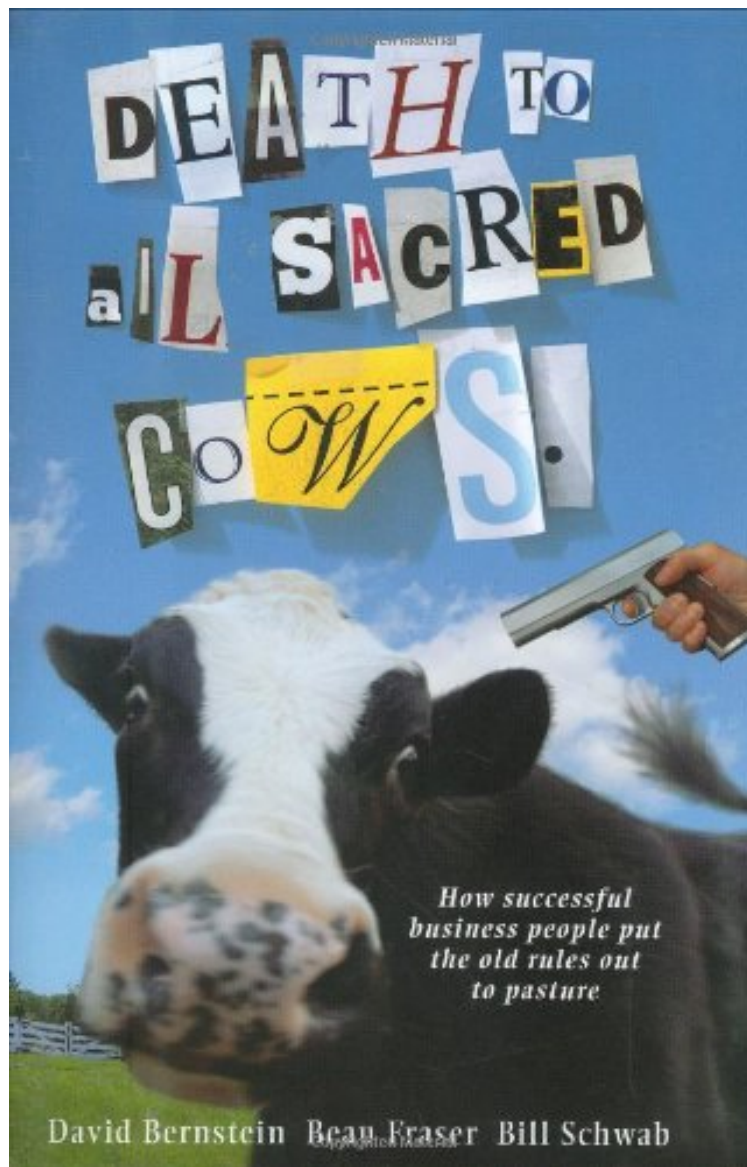


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## Death to All Sacred Cows: How Successful Business People Put the Old Rules Out to Pasture

*Beau Fraser, David Bernstein, Bill Schwab*  
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**Beau Fraser, David Bernstein, Bill Schwab : Death to All Sacred Cows: How Successful Business People Put the Old Rules Out to Pasture** before purchasing it in order to gage whether or not it would be worth my time, and all praised Death to All Sacred Cows: How Successful Business People Put the Old Rules Out to Pasture:

1 of 1 people found the following review helpful. great bookBy Lori HamiltonDeath to All Sacred Cows is not only a great advertising book, it's a primer for managing creative work environments - and who doesn't have that these days? What's interesting to me (in addition to the incredibly well-illustrated stories) was that not only did I enjoy the book, but my Gen X/Y staff picked it up and learned a bunch of cool stuff. So I guess you could say they slayed the sacred cow called "Gen X/Y people don't read management books." It's funny, engaging and oh so smart. The writing style is casual yet smart, and it's easy to remember the lessons because the examples are so well told. I highly recommend this book to those in communications and those who wish to communicate. Those who wish to be better at managing their business and their staff will also enjoy it. At the end of the day, it's a good romp of a read, and who doesn't want that?2 of 2 people found the following review helpful. Quick, entertaining, savvyBy J. D. SolomonAs I read this book, I found myself nodding in appreciative agreement at many of the authors' insights -- 'appreciative' because I was glad to learn I wasn't the only one harboring contrarian thoughts about conventional business wisdom. While the many humorous asides and digressions may irk some readers, I think most will find this book to be a collection of fun and quick reminders about business lessons you always knew but may have been afraid to tell.9 of 9 people found the following review helpful. An Entertaining Argument on How to Break from the Status QuoBy Julia KadisonThis very funny and wise business book is based on the assumption that most middle managers today are intellectually lazy, making decisions based on the comfort of long established rules, formulas, actions, or as the authors charmingly refer to them; Sacred Cows. While initially useful, these Sacred Cows remain in place even though the company, the consumer or the market place have long since evolved.Death to all Sacred Cows is a non-business book, business book. The authors intelligently and with a lot of humor advocate original thinking and reasonable questioning of the status quo as the only way to make a serious mark whether you are a company competing against a market leader or an individual trying to advance your career.The authors have done a lot of research to back up their beliefs, using vivid global, current and historical examples of entrepreneurs, cultures or company's to back up their contention that Sacred Cows need to die.A fun and worthwhile read. Would get 4-1/2 stars if allowed 1/2s.

"Teams Create the Best Solutions." BANG. "Always Trust Your Research." BANG. "It's Okay to Put Up with Jerks, If They're Talented." BANG. When you think about it, there are a lot of Sacred Cows grazing lazily in the halls of corporate America. And we think it's time someone shot them. Dead. Don't get us wrong. While the authors have nothing against cows in general (they love steak), they do have a problem with Sacred Cows. Blindly doing things because . . . well . . . that's the way they've always been done. Formulas may be comforting, but they rarely work in the real world. This is the funniest--and truest--business book you'll ever read. Not only do the authors demonstrate how to identify and kill the Sacred Cows in your workplace, they also reveal brilliant alternatives that will put your career in overdrive and help make your business more profitable, innovative, and happy. From branding ("Branding Is Expensive." BANG.) to leadership ("Follow the Leader." BANG.) to hiring ("Only Hire Someone Who Has Done the Job Before." BANG.) no Sacred Cow is left standing. Oh, and here's another Sacred Cow of business books: "No one reads flap copy." BANG!

From Publishers WeeklyWritten by the owners of advertising agency The Gate Worldwide, this book aims to take the sacred cows of business out to pasture, showing how adages like always trust your research, success breeds success and the customer is always right, are not only old and tired but may lead a business completely astray. At first the book's quirky, humorous style is a welcome change from drier business books, but after a while this chattiness starts to distract from the advice, which tends to be old itself, less than cutting edge. For instance, the Super Bowl XXIX Budweiser campaign in which frogs croaked out the company name was clever, but is now 12 years old; likewise, one discussion of Nike harks back to the Michael Jordan era. The authors may be experts in their field, but this book leaves the reader asking, Where's the beef? Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.About the AuthorThe authors practice their own theories of business every day at their own cutting edge advertising agency, The Gate Worldwide. The Gate Worldwide has offices all around the world, including New York, London, Johannesburg, Singapore, and Shanghai. Visit them at [thegateworldwide.com](http://thegateworldwide.com). Beau Fraser is managing director of the New York office of The Gate Worldwide. David Bernstein is Executive Creative Director of the New York office of The Gate Worldwide. Bill Schwab also works out of the The Gate Worldwide's New York offices, and has overseen campaigns for BMW, Reebok, Campbell Soup, and Nikon.