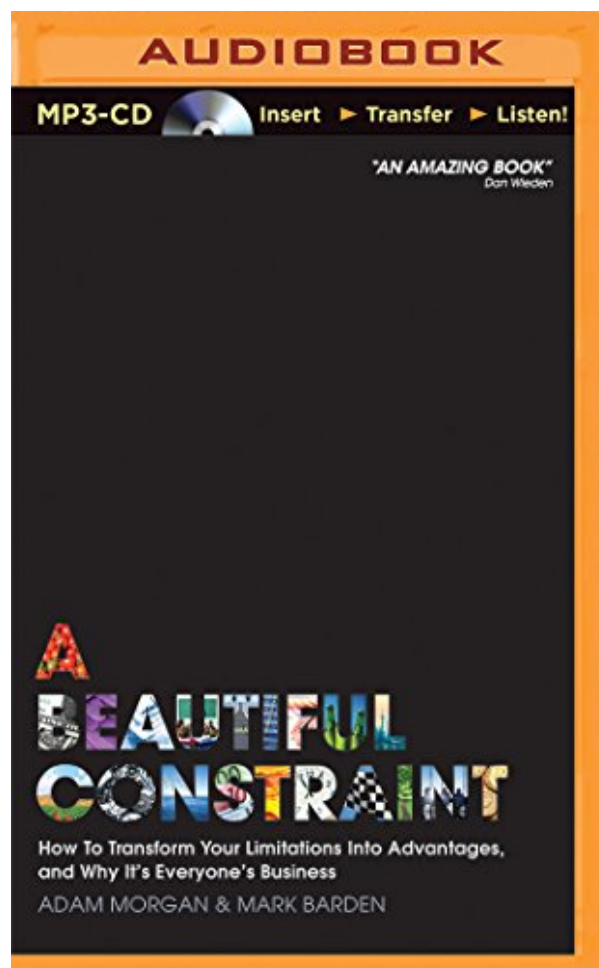
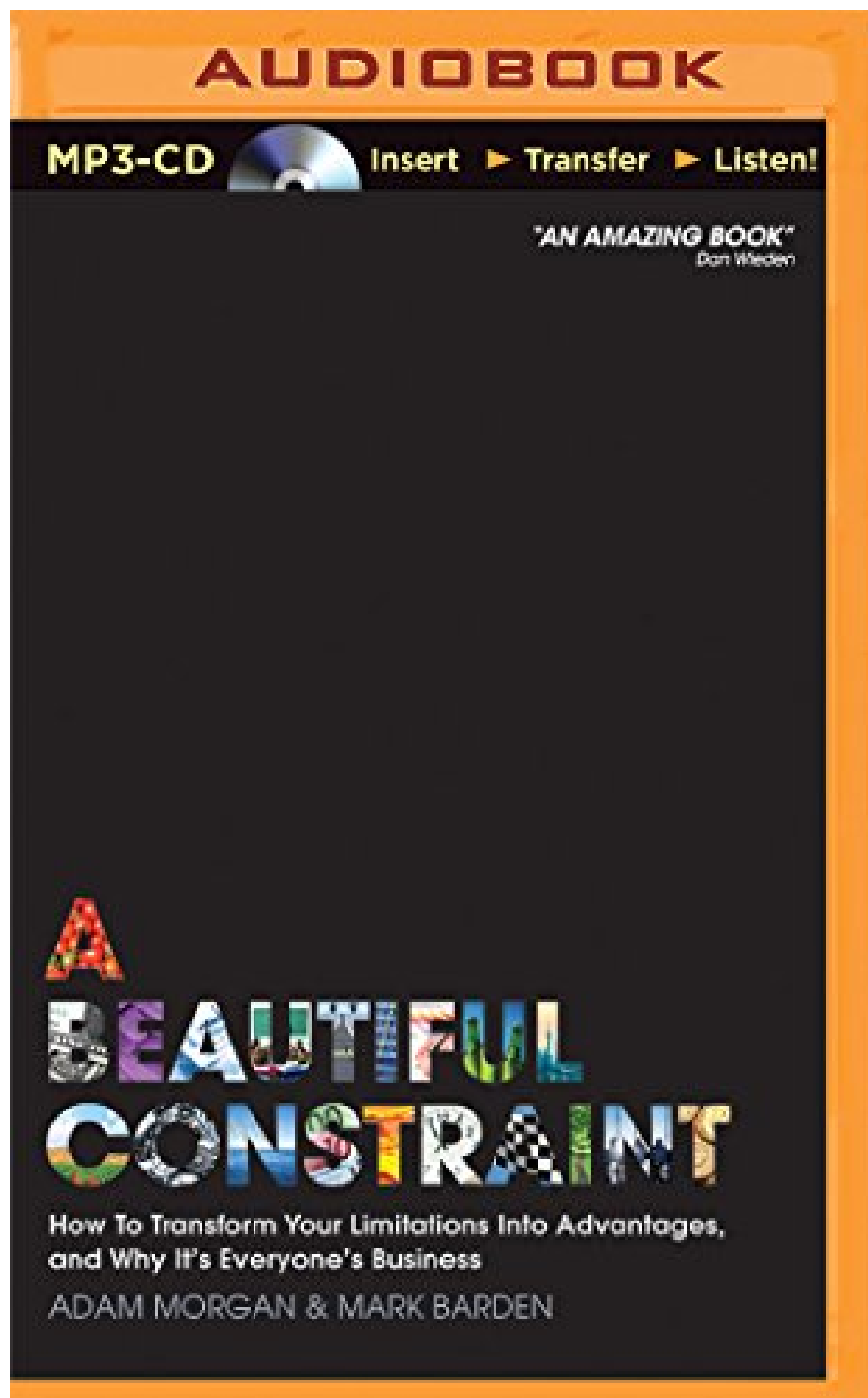


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Review

"a wealth of knowledge, insight and evidence to learn from" (The Marketing Society, April 2015)

"Morgan and Barden have produced a thought-provoking book for leaders and entrepreneurs looking to inject fresh thinking into their perspectives on business". (The Irish Times, May 2015)

"..there are tons of inspiring and interesting case studies....it will inspire, guide and challenge you to find your way around – if not over – that hurdle you currently face." (Marketing, June 2015)

"..in the assured hands of Morgan and Barden, it's a gentle but insistent boot up the backside for anyone who wants to improve their business – or personal – performance" (PR Week, July 2015)

From the Inside Flap

A BEAUTIFUL CONSTRAINT

This is a practical handbook about everyday inventiveness, designed for the constrained times in which we live. Underpinned by the latest research from social science, the authors interviewed individuals and teams in disciplines as varied as marketing, supply chain, race car engineering, design, agronomy and education, all of whom had turned apparent constraints into sources of possibility and advantage.

Activate the high-octane mix of emotions necessary to fuel the tenacity required for success We live in a world of seemingly ever-increasing constraints, driven as much by an over-abundance of choices and connections as by a scarcity of time and resources. How we respond to these constraints is one of the most

important issues of our time, and will be a large determinant of our future progress as people, businesses and citizens of our planet. A Beautiful Constraint calls for constraint-driven problem-solving to become a much more widespread capability and offers an original framework to achieve that. From the Back Cover
"AN AMAZING BOOK"

Dan Wieden HOW DO YOU TURN YOUR LIMITATIONS INTO OPPORTUNITIES? Drawing inspiration from cases in fields as diverse as education, automobile engineering, supply-chain management, agriculture and breakthrough marketing campaigns, A Beautiful Constraint provides simple and practical tools to help almost anyone use constraints as a source of inspiration rather than asphyxiation. With clearly signalled chapter summaries allowing the time-constrained reader to grasp the whole book in 21 minutes, this is an easily digestible guidebook for all of us who need to make more from less. "A Beautiful Constraint is a worldview changer." Seth Godin, Author, What To Do When It's Your Turn "A Beautiful Constraint is a book you can arm-wrestle with. Come at it with a traditional mindset and it will come right back at you with forceful arguments that will stimulate your thinking. The book offers us all a beguilingly simple way of looking at new approaches to grow and prosper in a new world order where the overriding preoccupation of business is scarcity of resource in all its forms. Read it and be inspired." Keith Weed, Chief Marketing & Communications Officer, Unilever "I'm a huge believer in the power of constraint. Less is often better. This book beautifully explores the question of how to approach constraints, both as individuals and as organizations and provides pragmatic frameworks for how to implement in every day life. In the end, this is not a business book, it is essential reading for personal happiness and entrepreneurship." Fabian Pfortmüller, Co-Founder, Holstee "Through its compelling real world examples and observations, A Beautiful Constraint has encouraged me to challenge time-worn assumptions, and enlightened me to the concept of asking tough propelling questions to both our creative teams and our sales and marketing organization. As an added bonus, ABC has been assembled in an easy-to-digest format perfect for short attention span readers like me." Scott Rohde, SVP Product Development, Sony PlayStation Worldwide Studios America "An amazing book. A well-written, lucid survey of how businesses succeed by figuring out how to use their limitations. A business book that doesn't read like one. I think these guys nailed it." Dan Wieden, Co-Founder & Chairman, Wieden + Kennedy "Adam and Mark have not only thought deeply about how to turn lemons into lemonade, they've also thought about how to make the wealth of ideas in their book easy to digest and use." Nancy Duarte, CEO, Duarte, Inc. "I started Samuel Adams in 1984 on a shoestring, but I never felt constrained. I felt focused and clear about every decision. We bootstrapped and innovated to compensate for lack of financial resources, and that creative culture serves us well even now, 30 years later. A Beautiful Constraint is a great addition to the entrepreneur's bookshelf. The antithesis of the ill-fated 'burn rate' calculations used by VCs during the dot com boom, the lessons in A Beautiful Constraint give the reader the tools to stay true to the company's core values and the confidence to let constraints be a powerful ally." Jim Koch, Chairman & Founder, The Boston Beer Company

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Activate the high-octane mix of emotions necessary to fuel the tenacity required for success. We live in a world of seemingly ever-increasing constraints, driven as much by an over-abundance of choices and connections as by a scarcity of time and resources. How we respond to these constraints is one of the most important issues of our time, and will be a large determinant of our future progress as people, businesses and citizens of our planet. A Beautiful Constraint calls for constraint-driven problem-solving to become a much more widespread capability and offers an original framework to achieve that. From the Back Cover "AN AMAZING BOOK"

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A must-read guide for business transformation (and personal & social transformation, as well!)

By jburg80

Once again, Adam Morgan has published exactly the kind of book that business people need to read. Co-written with one of his eatbigfish partners, Mark Barden, A Beautiful Constraint turns conventional business thinking on its head by offering an easy-to-read "how to" for leveraging our constraints, instead of being limited by them.

Several years ago I read Adam's first book, EATING THE BIG FISH: How Challenger Brands Can Compete Against Brand Leaders, on a flight home from London to the U.S. – and soon after became a client, along with my colleagues at Marriott International. I can attest to the power of the formula laid out in this

book: real-life examples of companies who've put the book's ideas into practice + principles for how to think about it yourself + tools for doing it + a process for bringing others along with you.

As with *Eating The Big Fish*, I have no doubt that *A Beautiful Constraint* will result in a new kind of business thinking and lexicon. I also believe that this book has the power to go way beyond the business realm to provide a new way of thinking about both personal and social transformation. 9 of 9 people found the following review helpful.

2 Thumbs Up

By Seth Matlins

I tend to think most "business books" would be much better "business articles"...but instead they say what needs be said in 10 pages in 210. *A Beautiful Constraint* is that rare exception; one where every page and each chapter matters and helps. Smart, insightful, and practical, this is much more than a "business book"...but a book with lessons, advice, and examples relevant to the breadth of our lives. We are all faced by constraints, whether actual or perceived. ABC provides a clear framework and POV for thinking of and approaching these constraints and turning them (and our businesses and selves along the way) into something beautiful indeed. 2 thumbs up! 11 of 12 people found the following review helpful.

Inspiring, practical, and useful in many ways

By M.P.

This book might be placed in the business section, but it offers valuable insights and approaches that could be applied to all kinds of problems as well as business issues. Who doesn't need good advice on how to turn a limitation into an advantage? I like the chapter summaries that make it easy to flip through the book and get the gist of it very quickly. In fact, the authors write that if you just want to do that, you can get through the book in "21 minutes and 20 seconds" and that sounds about right. But it's worth reading the whole book. The stories they use to illustrate different concepts and processes are interesting, and the methods they teach are easy to understand and apply. It's a good read, inspiring and useful in equal measure. See all 41 customer reviews...

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