

[PDF] The Click Moment: Seizing Opportunity In An Unpredictable World

Frans Johansson - pdf download free book

Books Details:

Title: The Click Moment: Seizing Opp
Author: Frans Johansson
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Description:

From *Starred Review* Consider this book the millennial response to carpe diem, along with pretty explicit instructions on taking advantage of Lady Luck. Johansson actually borrows some techniques and tools from the creative world, especially following one's curiosity to spotting momentum and intensity. He sets the stage for reader endorsements of his principles through tales of random successes, for instance Obama's rapid rise after his keynote at the 2004 Democratic National Convention and Stephenie Meyer's evolution of a dream into the Twilight saga. Their properties are simple to describe: they occur when two separate concepts, ideas, or people meet; they're impossible to predict; and they elicit an emotional response, like awe or excitement. Creating them? Ah, that's the focus of this book; a far more resonant subtitle might be How to Harness Purposeful Bets. It's so not in the luck of the draw, Johansson asserts; it's maximizing the world around you. A

bit of science, a lot of psychology, a touch of wannabe Malcolm Gladwell, and the courage to click. Designed to become a best-seller. --Barbara Jacobs

Review "In a world where random events increasingly rule our destinies, forget logic. Invite chance, then maximize it. With highly engaging and entertaining style, Frans Johansson shows us how."
—Peter Sims, author of *Little Bets*

"Johansson wonderfully captures the strategy of any startup . . . maximizing click moments and, through them, ideas that change the world forever."
—Eric Klinker, CEO of BitTorrent

"Frans Johansson is both a master storyteller and one of the most innovative thinkers I know. The Click Moment begins as a shocker, showing that we can't really predict much in a world that is becoming increasingly complex. Then, after shattering our illusions of control, Johansson gives us powerful tools for placing good bets in business, in everyday life, and even in love."
—Teresa Amabile, Edsel Bryant Ford Professor of Business Administration, Harvard Business School, and coauthor of *The Progress Principle*

"With his characteristic clarity, insight, and style, Frans Johansson presents an absorbing account of how randomness, serendipity, and "luck" can be used to enhance success in business and in your own life. A fascinating plunge into the rip tides and cross currents of chance and opportunity that so often affect the course of human achievement."
—Sir Ken Robinson, New York Times bestselling author of *The Element*

"There are very few moments that change the direction of our lives, organizations, and even entire nations. Frans Johansson has created another amazingly practical book that shows us, in a natural, fast-paced, and enjoyable way, how to not only create more of these moments but also how to harness them."
—Dr. Jamil Mahuad, former mayor of Quito and president of Ecuador, cofounder of the Harvard International Negotiation Program

"We live in a world where we always want to stay connected and in control, and The Click Moment reveals how this mind-set is stifling innovation. Frans Johansson shows the reader not only how to capture inspiration but to change the world."
—Marcus Samuelsson, chef; owner of Red Rooster; author of *Yes, Chef*; and cofounder of FoodRepublic.com

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