



# The Ten Commandments for Business Failure

By Donald R. Keough

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"After a lifetime in business, I've never been able to develop a set of rules or a step-by-step formula that will guarantee success in anything, much less in a field as dynamic and changing as business. What I can do, however, is talk about how to lose. I guarantee that anyone who follows my formula will be a highly successful loser." The Ten Commandments for Business Failure is a lighthearted cautionary bible for leaders from a hugely admired elder statesman who is sought out for advice by a wide circle of luminaries. Plenty of speakers and writers are happy to dispense advice on how to succeed in business. From football coaches to ex-CEOs to psychologists to preachers, success gurus are everywhere. But none of them can offer any guarantees; the true path to success can't be laid out as a simple step-by-step plan. The same cannot be said of failure, however. Failure is easy. In fact, there are ten serious blunders companies and individuals make over and over again, leading to failure so consistently that the list ought to be written in stone. Don Keough, who has seen and heard a lot in his six decade career, calls them his Ten Commandments for Business Failure. They include such reliable bad advice as Quit Taking Risks, Be Inflexible, Assume Infallibility, Put All Your Faith in Experts, and Be Afraid of the Future.

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### Editorial Review

#### From Publishers Weekly

A former president of the Coca-Cola Company, Keough has assembled an enviable Rolodex in his 81 years, and his book counts Bill Gates, Jack Welch and Warren Buffett among its champions. His lessons draw upon his long and varied career—from his early days as a philosophy major to his first job as a TV sports announcer and employment at Butternut Coffee and Coca-Cola—and comprise a list of tongue-in-cheek rules guaranteed to make the follower a true loser in business: from quit taking risks and be inflexible to don't take time to think and be afraid of the future. Keough supports his commandments with stories of business mistakes and failures, both his own—the roll-out of New Coke, for example—and those of others—namely, Schlitz beer and IBM. While the author's clear and encouraging tone and renown within the business community will likely garner his effort publicity, the unoriginality of the material—all standard business-book fare simply phrased in the negative—keeps this well-meaning book from standing out or offering original advice to business leaders in the market for a little self-improvement. (Aug.) ""

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#### From [Booklist](#)

Keough, a distinguished corporate executive, offers a perspective on failure that is especially applicable to leaders who have attained some degree of success. With a foreword by his longtime friend and associate Warren Buffett, the renowned investor, the author presents a chapter on each of his 10 commandments for failure and adds a bonus chapter about how losing passion for work and for life is a certain route to disaster. His failure commandments include stop taking risks; be inflexible; isolate yourself; assume infallibility; play the game close to the foul line (which offers thoughtful commentary on ethics); don't take time to think; put all your faith in outside consultants; love your bureaucracy; send mixed messages; and be afraid of the future. Keough's book is rich with examples of failure, and he gives advice on how to recover from mistakes while learning from them and moving ahead. This is an excellent book with valuable insight for corporate executives and those aspiring to corporate leadership. --Mary Whaley

#### Review

"Don possesses a special combination of experience, wisdom, self-confidence, and self-awareness. His commandments for failure will teach you more about business success than a whole shelf full of books." ? Bill Gates ?This is a great book, filled with terrific advice from a management icon, and brought alive by real stories from business history. It is a must-read for every leader.? ? Jack Welch ?Don's best ability is to cut to the chase on an issue, to cut through the bureaucratic fog. Keep it simple is his principle and mine too.? ? Warren Buffett (from the foreword) "Don Keough, with his sixty years of business experience, is well equipped to comment about business leadership. He is an outstanding man, and I am proud to call him friend." ? Former President George H. W. Bush ?I would rather listen to Don Keough on almost any subject ? his empathetic wit and wisdom are a cure all for what ails on any day. He's now written it down and if

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**Santa McNabb:**

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**Elijah McWhorter:**

In this age globalization it is important to someone to obtain information. The information will make anyone to understand the condition of the world. The healthiness of the world makes the information much easier to share. You can find a lot of sources to get information example: internet, magazine, book, and soon. You will observe that now, a lot of publisher which print many kinds of book. The book that recommended for your requirements is The Ten Commandments for Business Failure this reserve consist a lot of the information from the condition of this world now. This kind of book was represented so why is the world has grown up. The words styles that writer value to explain it is easy to understand. Often the writer made some analysis when he makes this book. Here is why this book suitable all of you.

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