

Predatory Thinking

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Predatory Thinking

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Predatory thinking in which Dave Trott shares the ideas that underpin his philosophy's in both life and work. Mr Trott is most noticeable for founding the GGT advertising agency whose clients ...

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That's real predatory thinking. If you want something, you have to take it off someone else. You have to out think them There's the story of two explorers walking through the jungle.

PREDATORY THINKING | Dave Trott's Blog

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The only thing predatory is.. the title.. it is a collection of

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noteworthy anecdotes focused on problem-solving; but with a title like "Innovative Thinking" would not sell very many copies... I was suspicious about the over the top title, so I bought a used volume.. glad I did.. don't get me wrong, the examples included are good and worthwhile, but don't live up to the predatory title

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Dave Trott (Author of Predatory Thinking)

"You're crazy, you'll never out-run a tiger," says the other explorer. "I don't have to out-run the tiger," he replies. "I just have to out-run you." "Predatory thinking" involves looking at a challenge you can't solve and getting upstream of it--changing it into a challenge you can solve.

Predatory Thinking by Dave Trott (2015, Trade Paperback

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