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The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results



Synopsis

This is an audiobook for busy people. If you want less on your plate and more for your life and career, tune in to the #1 Wall Street Journal best seller, *The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results*. The ONE Thing will bring your life and your work into focus. Authors Gary Keller and Jay Papasan teach you the tricks to cut through the clutter, achieve better results in less time, dial down stress, and master what matters to you. Unabridged version includes: A special foreword by Gary Keller. Interludes by legendary guitarist Monte Montgomery. What's your ONE Thing? For more information on The ONE Thing, events, coaching, and tools, visit www.The1Thing.com.

Book Information

Audible Audio Edition

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Best Sellers Rank: #4 in Books > Audible Audiobooks > Business & Investing > Leadership & Management #9 in Books > Business & Money > Management & Leadership > Management #22 in Books > Business & Money > Personal Finance

Customer Reviews

Business books are always an interesting problem. Are they a prop to sell consulting gigs? Are they stretched out one note ideas? Or do they pull off something worthwhile and can they really aid someone find the business success they are seeking? Another aspect of business books is their audience. Are they written for a specific group or a general public? Are they preaching to an already converted choir to confirm their preconceived notions or are they offering fresh insights and trying to broaden the horizons of readers? This book is authored by the very successful founder of one of the nation's great realtors, Keller-Williams. Gary Keller is targeting those business folks who want to find single minded success - the kinds of self-sacrificing, dedicated, and single-minded people he wants to hire and who will make themselves (and him) a great deal of money. "The One Thing" is based

on the statement by Curly in "City Slickers". Of course, Keller adapts it to his purposes. Keller believes in focus, utter dedication to your one thing, and driving to breakthrough barriers to get to your one big purpose. Some might call it obsession. He is not a big believer work life balance - he actually rejects it and calls it a lie. The book has a couple of interesting printing twists to it as well. For example, the key ideas are printed in red inserts. But the coolest thing is that he has pre-marked the book for you. In other words, the key ideas are underlined in what looks like pencil - as if a previous reader had done it for you. But the pencil marks are printed in. But they don't look like printed underlines, they look like pencil. I am positive this book can and will work well for its target audience.

This week Gary and co-author Jay Papasan publishes their next book -- The ONE Thing. I had an opportunity to read an advance copy and there is no doubt that this book will surge to the top New York Times best seller list this month! In an information overload and multi-tasking world their message is clear and single-minded. You have to FOCUS on ONE thing. Extraordinary results are directly determined by how narrow you can make your focus. Of course for most of us that is really hard to do. Distractions and popular philosophies are often the reasons why we think we can't or didn't succeed. Well, early in this book the authors challenge six widely popular beliefs and confront them as lies. 1. Everything Matters Equally 2. Multitasking is Good 3. Success Requires a Disciplined Life 4. Willpower is Always on Will-Call 5. A Balanced Life is Required 6. Big is Bad They thoroughly discuss each point, although I am sure one could write a book about each of these topics. But that's not what this book is about. This is about ONE thing, and that's FOCUS. Being successful, according to the authors, requires less discipline than you think. It's about doing the right thing, not about doing everything right. So if you wish to thrive, prosper and flourish... decide what things you're not going to do! Bottom line... this is a self-help book and I have read hundreds of self-help books, even written some. I can vouch that it's always way harder to create, write and compile your many thoughts into a string of words that deliver a powerful message. Gary and Jay have done a great job! The book is an easy read with good structure, commonsense illustrations and a singularity of message. I would most certainly recommend reading the book.

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