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# **Cracked It How To Solve Big Problems And Sell Solutions Like Top Strategy Consultants**

## **By Bernard Garrette Corey Phelps Olivier Sibony**

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**'corey phelps of cracked it how to solve big problems**

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*June 5th, 2020 - corey s book cracked it how to solve big problems and sell solutions like top strategy consultants was published by palgrave macmillan in 2018 for over 20 years he has researched different aspects of corporate growth and innovation and published*

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*over 20 papers in leading academic outlets receiving several prestigious research awards along the way'***cracked it how to solve big problems and sell solutions**

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May 22nd, 2020 - cracked it provides methods and insights from the consulting industry on strategy decision making and problem solving the focus of the book is on plex business problem solving utilizing what the authors call the 4s method state structure solve sell which is deposed and explained step by step and applied to an abundance of real world and fictitious examples'

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**May 17th, 2020 - his new book cracked it how to solve big problems and sell solutions like top strategy consultants was recently published by palgrave macmillan topics during our interview corey and i discuss the following topics his background and history the inspiration which led to cracked it the most important skill haven t learned and most'**

***'problem solving skills how to solve big problems***

*June 3rd, 2020 - how to solve big problems the main lesson mentioned above is simple when you re facing a plex problem or trying to*

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*do something bold start with a smaller version of the larger problem focus exclusively on that small problem and solve it use the answers to this small issue to expand your knowledge of the larger issue repeat*

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**June 6th, 2020 - his book cracked it how to solve big problems and sell solutions like top strategy consultants was published by palgrave macmillan in 2018 corey pleted his ph d at the stern school of business new york university and has been a faculty member at hec paris and the university of washington"cracked it how to solve big problems and sell solutions**

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**June 6th, 2020 - solving complex problems and selling their solutions is critical for personal and organizational success for most of us however it doesn't come naturally and we haven't been taught how to do it well research shows a host of pitfalls trips us up when we try we're quick to believe we understand a situation and jump to a flawed solution we seek to confirm our hypotheses and ignore'**

**'the right way to solve complex business problems**

**June 6th, 2020 - he teaches strategy at McGill University and he co-wrote the book cracked it how to solve big problems and**

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**sell solutions like top strategy consultants this episode was produced by mary dooe'**

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**'gigantic problems we're solving with stoner logic**

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**June 6th, 2020 - generally speaking our society values the ability to think outside the box and e up with unexpected solutions to pesky problems but some of the ideas that e sailing out of left field are so bizarre that you re not sure whether they re awful or awesome here are a few ways we re using straight up stoner logic to solve the world s problems"cracked it how to solve big problems and sell solutions**

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**design thinking sell'**

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