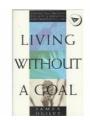
LIVING WITHOUT A GOAL

In what may be the most radical business book ever published, philosopher Jay Ogilvy shows that living without a goal is the only way to accomplish anything. In the 1980s we ran our lives with all the direction and confidence filofaxes and to-do lists could provide. Always knowing...



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Author	James Ogilvy
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Reader's Opinions

goal-burdened goalies who need better goals... or none at all

A few pages into this book, it becomes clear that Ogilvy had one goal: to sell books to schmucks who can't formulate positive, workable goals for their lives. A good friend had tried to read this book, and he passed it on to me to find out whether I could find anything of genuine interest in it. I failed in that goal. Perhaps I shouldn't...