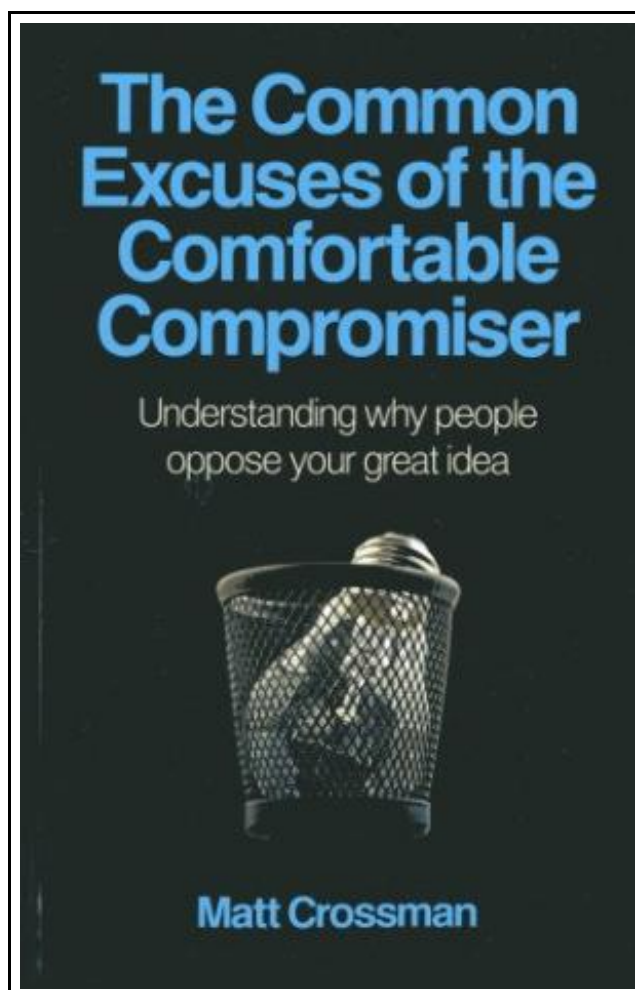


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THE COMMON EXCUSES OF THE COMFORTABLE COMPROMISER: UNDERSTANDING WHY PEOPLE OPPOSE YOUR GREAT IDEA



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John Hunt Publishing. Paperback. Book Condition: new. BRAND NEW, The Common Excuses of the Comfortable Compromiser: Understanding Why People Oppose Your Great Idea, Matt Crossman, Comfortable compromisers block the way of anyone trying to change anything. This is your field guide to their common excuses. Now you can recognise them, understand them and overcome their opposition. We live in the age of the compromiser. Political, business and personal life all echo with the sound of compromise. We know we need to change, but we can't because we fear we have too much to lose. This is a fundamental paradox facing human society. Comfortable compromisers often control the most significant power bases and since the current situation serves them well, they have little interest or incentive to listen to arguments for change. Reading "The Common Excuses of the Comfortable Compromiser" you will find yourself identifying with both compromiser and advocate for change, and gain a fresh insight into the need for innovative and pristine ideas on which to base our interactions as a society.

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