

# Obliquity: Why Our Goals Are Best Achieved Indirectly By John Kay

By John Kay

Have you ever noticed that your biggest opportunities and achievements don't usually come based on picking a goal and moving in a linear direction towards it?

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John Kay is the Author of *Obliquity: Why Our Goals Are Best Achieved Indirectly*. Obliquity is the principle that complex goals are best achieved

<http://www.abn.org.au/contributors/john-kay/>

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<http://www.todddherman.com/improve-your-business/obliquity>

*Why Our Goals Are Best Achieved Indirectly*. by John Kay The answer, writes London School of Economics professor John Kay in his new book, *Obliquity*,

[http://www.summary.com/book-reviews/\\_/Obliquity/](http://www.summary.com/book-reviews/_/Obliquity/)

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*Obliquity: Why Our Goals Are Best Achieved Indirectly* (John Kay) at Booksamillion.com. A leading economist charts the indirect road to happiness and wealth. Using

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John Kay on economics and business. John has published many books, *Why our goals are best achieved indirectly*, was published by Profile Books in March 2010.

<http://www.ft.com/comment/columnists/john-kay>

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<http://www.johnkay.com/2011/11/04/obliquity-forthcoming-spring-2010>

With *Obliquity*, John Kay introduces one of those rare ideas. Contents: *Obliquity* why our goals are best achieved indirectly \_\\_ Part One-The oblique world:

<http://www.abebooks.com/9781846682889/Obliquity-Kay-John-1846682886/plp>

Why our goals are best achieved indirectly *Obliquity* is a characteristic John Kay production. John combines common sense and rigorous economic

<http://www.johnkay.com/books>

*Obliquity: Why our goals are best achieved indirectly* is a book by economist John Kay. It was inspired by an observation of the successful pharmaceutical researcher

[http://en.wikipedia.org/wiki/Obliquity\\_\(book\)](http://en.wikipedia.org/wiki/Obliquity_(book))

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literature, even parenting, esteemed economist John Kay proves that the path to our goals—and of obliquity, Kay offers a wealth of

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I've been reading the book *Obliquity: Why Our Goals Are Best Achieved Indirectly* and, while it's really interesting, I tend to agree with some of the reviews.

<http://www.leanblog.org/2011/09/interesting-article-obliquity/>

Find out why our goals are best achieved indirectly rather than directly.

<http://www.todderman.com/improve-business/obliquity>

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