

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

By John Kay

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Mar 21, 2012 John Kay is a leading economist and Visiting Professor of Economics at the London School of Economics, a Fellow of St John's College, Oxford. He is a

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

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