



# Low-Hanging Fruit: 77 Eye-Opening Ways to Improve Productivity and Profits

*Jeremy Eden, Terri Long*

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Management guru, Peter Drucker once observed, "So much of what we call management consists in making it difficult for people to work." His observation rings true all across the corporate world: poor or non-existent decision-making processes, endless meetings, and layers of management between the worker bees and the power-elite. Meanwhile, executives, supervisors and those closest to the work and closest to the customer all struggle with broken processes, unnecessary complexity and the feeling that they are running as fast as they can.

How can anyone, from the shop floor up to the C-suite, make their companies better? Despite years of corporate initiatives and implementing big fixes, are there really more simple and smart ways to improve productivity? In *Low-Hanging Fruit*, co-authors Jeremy Eden and Terri Long not only answer that question, they show how to get it. *Low-Hanging Fruit* is a fast-paced, fun read with 77 different ways to make a difference at your company. Eden, a former McKinsey consultant and Long, a former bank executive use many great examples from working with teams at Fortune 1000 companies helping them cut through the complexity, the politics and the waste. *Low-Hanging Fruit* gives you the best ideas culled from their experience such as how to deal with the "unintentional squelch" "zombie projects" and why mom was wrong about always doing your best.

This isn't a theoretical business tome. This is an indispensable guide that should sit on every career-minded person's desk to be referenced regularly.

Often contrarian, always passionate, *Low-Hanging Fruit* has the power to change your career and your organization.

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