



# Smartcuts: How Hackers, Innovators, and Icons Accelerate Success

*Shane Snow*

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**Smartcuts: How Hackers, Innovators, and Icons Accelerate Success** Shane Snow

Entrepreneur and journalist Shane Snow, and cofounder of Contently, analyzes the lives of people and companies that do incredible things in implausibly short time.

How do some startups go from zero to billions in mere months? How did Alexander the Great, YouTube tycoon Michelle Phan, and "Tonight Show" host Jimmy Fallon climb to the top in less time than it takes most of us to get a promotion? What do high-growth businesses, world-class heart surgeons, and underdog marketers do in common to beat the norm?

One way or another, they do it like computer hackers. They employ what psychologists call lateral thinking: to rethink convention and break rules that aren't rules.

These are not shortcuts, which produce often dubious short-term gains, but ethical smartcuts that eliminate unnecessary effort and yield sustainable momentum. In "Smartcuts," Snow shatters common wisdom about success, revealing how conventions like paying dues prevent progress, why kids shouldn't learn times tables, and how, paradoxically, it's easier to build a huge business than a small one.

From SpaceX to the Cuban Revolution, from Ferrari to Skrillex, "Smartcuts" is a narrative adventure that busts old myths about success and shows how innovators and icons do the incredible by working smarter and how perhaps the rest of us can, too."

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Playing with family in a very park, coming to see the marine world or hanging out with buddies is thing that usually you have done when you have spare time, then why you don't try thing that really opposite from that. One activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love Smartcuts: How Hackers, Innovators, and Icons Accelerate Success, it is possible to enjoy both. It is good combination right, you still wish to miss it? What kind of hang-out type is it? Oh can happen its mind hangout fellas. What? Still don't understand it, oh come on its identified as reading friends.

#### **Dennis Rodriguez:**

Smartcuts: How Hackers, Innovators, and Icons Accelerate Success can be one of your beginning books that are good idea. Most of us recommend that straight away because this e-book has good vocabulary that may increase your knowledge in terminology, easy to understand, bit entertaining but delivering the information. The article writer giving his/her effort to put every word into pleasure arrangement in writing Smartcuts: How Hackers, Innovators, and Icons Accelerate Success nevertheless doesn't forget the main point, giving the reader the hottest along with based confirm resource information that maybe you can be one among it. This great information could drawn you into brand new stage of crucial thinking.

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