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Unconventional Thinking By Eli Broad, Michael R.  
Bloomberg**

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Contents. Foreword MICHAEL BLOOMBERG ix Acknowledgments xiii 1 The Art of Being Unreasonable 1 2 Why Not? The Powerful Question 7 3 Forget

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**Blue reads presents swati pandey "the art of being unreasonable**

Swati collaborated with Eli Broad on his book, "The Art of Being Unreasonable: Lessons in Unconventional Thinking," and she is currently writing his biography.

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