



How to be a Complete and Utter Failure in Life, Work and Everything: 44 1/2 steps to lasting underachievement (Paperback)

By Steve McDermott

Pearson Education Limited, United Kingdom, 2007. Paperback. Condition: New. 2nd edition. Language: English . Brand New Book. How to be a Complete and Utter Failure turns the concept of self-improvement on its head. It brings together 43 and a half leading ideas in personal and business development, and offers a total antidote to the motivational, gung-ho, over-enthused tone of all the usual self-improvement guides. Delivered in fast, easily digestible chunks, in a style that makes you laugh while you learn, this book offers tongue-in-cheek advice about what not to do to ensure certain failure in every aspect of your life. From not having any goals, to not getting advice from people you've never met or who are dead, to not taking personal responsibility for your life and results, every idea, strategy, suggestion and story is guaranteed to propel you into the slow lane of total inadequacy and has been tested with thousands of real people. How to be a Complete and Utter Failure comes with a warning - that you don't think about taking the direct opposite steps to those outlined in the guide, as this could seriously damage your chances of becoming a failure. Behind the humour, though,...

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