

How to become a business barracuda



Matthias Kolbusa
Away from the Swarm
[Gegen den Schwarm]
Becoming successful on your own

Ariston
272 pages
Format 13,5 x 21,5 cm
March 2014

Matthias Kolbusa is a speaker, thinker, entrepreneur and a member of the Club of Rome. He began his career early: At 14 he founded his first business, followed by a career in an international consulting firm and then his own company. Today he is an entrepreneur and a consultant for the upper management of numerous DAX-30 corporations.

Behind the personal and business success stories of our time are people who swam against the current. Matthias Kolbusa reveals three radical attitudes that can make us successful: Speed, because perfection can take time, and the tempo at which we pursue our projects is decisive. Envy, because there is nothing better than to recognize yourself in relation to others in your social environment. And last but not least naiveté, because this involves a lack of reservations and is the opposite of complexity – and nothing gets us further than ignoring every sort of complexity.

- The somewhat different career advice book