



## Sorry, I Have to Take This: Breaking Free from Digital Distractions

By David B Rust

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 270 pages. Dimensions: 9.0in. x 6.0in. x 0.6in. With insistent cell-phone calls, incessant e-mails, and the constant temptation to surf the web or troll social media sites, digital distraction is one of the most challenging problems business professionals face in the Too Much Information Age. It steals their time, wastes their money, and generally decreases their ability to react creatively and coherently to today's ever-changing business environment. Sorry, I Have to Take This tackles digital distraction head on. Drawing upon a decade of practical experience helping business professionals overcome this problem, Rust and Kramer teach professionals how to utilize three seemingly simple principles: Focus, Concentration, and Authenticity. In this book, the authors first explore these principles through the story of a sales vice president who struggles with information overload. They then follow this story with a summary of their most important points coupled with practical tips on how to implement them and assessments to help readers measure their progress. This is a wonderful book . . . anyone who reads Sorry, I Have to Take This will find themselves stopping and rethinking their use of digital technology in all aspects...



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