Book Review

Eat That Frog!

Author: **Brian Tracy**

Publisher: **Tata McGraw-Hill**

Summary of the Book

Title of the book is derived from a quote of Mark Twain, who famously said:

"Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day."

Eat that Frog!introduce students idea to get control over time and life only by changing the way of thinking, work style and deal with the never ending river of responsibilities that flows over each day.This book is focused on increasing overall levels of productivity, performance and output. Focus of the author is on describing various ways to get rid of procrastination.

There are 21 chapters and each chapter introduces a different idea, tip, or technique that will help the readers toovercome procrastination and get more things done. The subtitle of the book, 21 Great Ways to Stop Procrastinating and Get More Done in Less Time, reveals that each 21 different techniques. Each chapter is followed by small exercise to apply that technique practically. These methods, techniques and strategies are practical, proven and fast acting. This will definitely help the readers to learn specific actions to take immediately to get better, faster results in work and to increase happiness.

The author has addressed biggest and most important task as ugliest frog. This task can have greatest positive impact on your life and results at the moment. One can achieve satisfaction in life by eating that ugliest frog first everyday by prioritising tasks in the list. Epicentre of the book lies in developing habit of eating biggest frog to stop procrastination.

Each one of these methods and techniques is complete in itself. All are necessary. One strategy might be effective in one situation and another might apply to another task. All together, these twenty one ideas represent a smorgasbord of personal effectiveness techniques that readers can use at any time, in any order or sequence that make sense at the moment. The key to success is action. These principles work to bring about fast, predictable improvement in performance and results. The faster these principles are learned and applied, faster one will move ahead in career guarante~ i.

This book is must read for all the students and professionals as it highlights intensely the practical aspect of time management.Eat That Frog is the simplest book on time management and personal productivity. There are tons of exercises and techniques that readers can implement right away, and that is what most interesting thing about the book. There is not a lot of theory and the book's focus is on implementation.End chapter of the book is compilation of all the techniques.

Overall, this a great book to get rid of procrastination. This book can help the readers in forming sound foundation of an efficient productive system.

Reviewed By
Sangeeta Mehrolia
She is Assistant Professor in the Department of MBA, at PES University, Bangalore. She can be reached at sangeetamehrolia2003@gmail.com