

“Smartcuts: How Hackers, Innovators, and Icons Accelerate Success”

Sousa, Ivo Dias de (2015) “Smartcuts: How Hackers, Innovators, and Icons Accelerate Success” by Shane Snow. intelligenthq: disponível em <http://www.intelligenthq.com/resources/smartcuts-how-hackers-innovators-and-icons-accelerate-success-by-shane-snow/>

Success

I think “Smartcuts” is one of the best 2014 books about success. It is a well-written and thought provoking book that makes you think about success in new ways. If you are stuck in your professional life or other areas of your life, this book can give you excellent advice. The book develops its argument based on scientific studies and a plethora of stories of success (like Jimmy Fallon’s and Skrillex’s). The book was written by Shane Snow who is a fantastic storyteller. He started his career as a journalist and entrepreneur and had his work published in magazines like “Wired”, “The New Yorker” and “Fast Company”. He co-founded Contently, a website that helps freelance journalists and story tellers to connect with brands in need of content. He works there as Chief Creative Officer, besides writing books and giving talks regularly on storytelling. The following talk, given by Snow to TeDx Columbia, was inspired by the beautiful Native American Proverb: “Those who tell the stories, rule the world.”

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