



Problem Solving 101: A Simple Book for Smart People

By Ken Watanabe

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The fun and simple problem-solving guide that took Japan by storm

Ken Watanabe originally wrote *Problem Solving 101* for Japanese schoolchildren. His goal was to help shift the focus in Japanese education from memorization to critical thinking, by adapting some of the techniques he had learned as an elite McKinsey consultant.

He was amazed to discover that adults were hungry for his fun and easy guide to problem solving and decision making. The book became a surprise Japanese bestseller, with more than 370,000 in print after six months. Now American businesspeople can also use it to master some powerful skills.

Watanabe uses sample scenarios to illustrate his techniques, which include logic trees and matrixes. A rock band figures out how to drive up concert attendance. An aspiring animator budgets for a new computer purchase. Students decide which high school they will attend.

Illustrated with diagrams and quirky drawings, the book is simple enough for a middle-schooler to understand but sophisticated enough for business leaders to apply to their most challenging problems.

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Editorial Review

Review

"*Problem Solving 101* teaches us to recognize the common elements in the decisions we face every day and how to think carefully about them. It offers tricks and tips for every age. If I may offer one more suggestion: when you don't know which of two options to choose, toss a coin, and when it is up there in the air think about how you want it to fall, and you have your answer."

--DAN ARIELY, author of the *New York Times* bestseller *Predictably Irrational*

"This book made me angry. It made me angry because there are so many people in this country who need to read it, who should read it, who will benefit enormously from reading it . . . and won't. They'll watch a reality show on TV instead. If everyone made decisions like Ken Watanabe, the world would be a better place."

--SETH GODIN, author of *Tribes*

"This is an excellent primer on problem solving."

--LOWELL BRYAN, author of *Mobilizing Minds*

About the Author

Ken Watanabe grew up bilingual in Japan and studied in the United States at Yale and Harvard Business School. He was a management consultant at McKinsey & Company for six years. He is now the founder and CEO of his own education, entertainment, and media company, Delta Studio.

Users Review

From reader reviews:

Norman Williams:

Exactly why? Because this Problem Solving 101: A Simple Book for Smart People is an unordinary book that the inside of the reserve waiting for you to snap the item but latter it will surprise you with the secret the item inside. Reading this book adjacent to it was fantastic author who write the book in such incredible way makes the content interior easier to understand, entertaining technique but still convey the meaning completely. So , it is good for you for not hesitating having this nowadays or you going to regret it. This unique book will give you a lot of rewards than the other book include such as help improving your proficiency and your critical thinking approach. So , still want to postpone having that book? If I were you I will go to the publication store hurriedly.

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