

## **The 10 commandments for business failure**

by Donald Keogh (Penguin Group 2008)

1. Quit taking risks.
2. Be inflexible
3. Isolate yourself
4. Assume infallibility
5. Play the game close to the foul line
6. Don't take time to think
7. Put all your faith in experts and outside consultants
8. Love your bureaucracy
9. Send mixed messages
10. Be afraid of the future