

## BOOK REVIEW

**Dr. Mohammed Mukhtar Khan, Department of Commerce**  
**19<sup>th</sup> January 2023**



**Title of the book:** Eat That Frog; **Author:** Brian Tracy; **Publication:** Benett-Kochler Publishers ; **Year:** 2017

There are many books written by many authors on the subject of Time management. But the reason for the Book Review of this book is, it's short, sweet and effective. In just 119 pages the author has discussed effectively what, when, how, who about the subject of Time Management.

The title "Eat that frog," gives focus on prioritizing one's tasks, to deal with the most significant and unpleasant tasks first. In this way a person can set oneself up for a productive day, knowing that the hardest part is already over. It is a guide on how to stop procrastinating (delaying or postponing work) and get more done in less time.

Some excerpts from this book.

I have studied time management for more than 50 years "I have immersed myself in the works of Peter Drucker, Alee Mackenzin, Alas Jakin, Stephen Covey, and many, many others. I have read hundreds of books and thousands of articles on personal efficiency and effectiveness. This book is the result.

"Each time I came across a good idea, I tried it out in my own work and personal life. If it worked, I incorporated it into my talks, seminars and taught it to them. The author has used a simple language and his own experience which he has applied over the years.

This book is useful for every person men and women, academicians, non-academicians, teachers, students etc. I highly recommend this book for all.

Second Edition, Revised and Updated with Two New Chapters

# Eat That Frog!

International Bestseller  
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21 Great Ways to Stop Procrastinating  
and Get More Done in Less Time

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