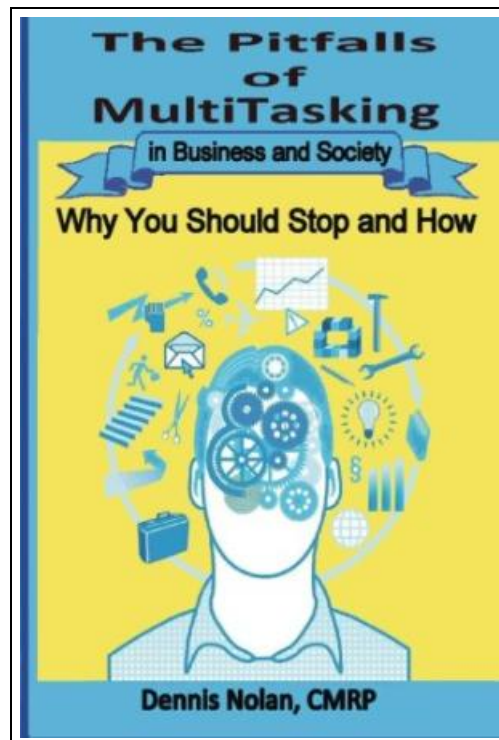


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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 70 pages. Dimensions: 9.0in. x 6.0in. x 0.2in. The Pitfalls of Multitasking in Business and Society This fast paced era is characterized by a constant influx of information in the form of Email, Facebook, Twitter Alerts, etc. Our social and professional lives have become so demanding that sometimes multitasking seems like the only solution to the multitude of problems and complications that characterize our lives. However, according to science, this is merely a deception because multitasking does not help us accomplish anything out of the ordinary. I was a so called multitasker at one time, until one day I discovered that multitasking really did not exist. I personally found that it was conjured up by industrial gurus and consultants in an effort to increase productivity using less people. Organizations thought it would be better to have one person do several tasks simultaneously. This philosophy led to downsizing, which was in reality the sacking of several employees, decreased budgets and overall more responsibilities. It worked fairly well for a one-person business and very small business, but could not succeed in major companies and organizations where profit margins increased but productivity and quality decreased. People that were left on the job, after the huge downsizing, simply did have more work to do, thus they had to start what became popularly known as, multitasking. My personal definition of this word is: the Perception of doing more than two things in one single instance of time. This happened all across the industrial board and quality has definitively suffered. Its overall effects of diminishing quality are yet to surface, but they will! Why You Should Stop According to different scientific studies, we do not possess the ability to carry out different tasks...



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