

The Peanut Butter Manifesto

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What's Wrong with Yahoo and Why It Matters to You...For most of us in the IT channel, Yahoo doesn't bring us money and its ups and downs mean little to our business. So why do we want you to read this,

The Peanut

Butter Manifesto

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Garlinghouse is a SVP at Yahoo who risked his job to publicly dissect Yahoo's ills with a knife-like accuracy. He complains Yahoo is like peanut butter, an investment spread too thin across too wide a range of opportunities. Decide who we are, what we can do well, and focus, focus, focus...he argues.

This should ring bells if you also took the time to read the biography of Steve Jobs by Walter Issacson. Jobs argued that Apple (with all its money) should follow only 3 or 4 product opportunities but make those "insanely great."

If your business doesn't have laser focus, read The Peanut Butter Manifesto and ask yourself: are you spreading your resources too thinly? And maybe Garlinghouse's advice will help raise you from your peanut butter quagmire.

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