



The Little Book of Business Wisdom: Rules of Success from More Than 50 Business Legends

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Pearls from The LITTLE BOOK OF BUSINESS WISDOM

"The man who starts out simply with the idea of getting rich won't succeed; you must have a larger ambition."-JOHN D. ROCKEFELLER

"Think about the customer, not the competition: Competitors represent your industry's past, as, over the years, collective habits become ingrained. Customers are your future, representing new opportunities, ideas, and avenues for growth."-MICHAEL S. DELL

"You've got to be out in front of crowds, repeating yourself over and over again, never changing your message no matter how much it bores you." -JACK WELCH

"Always break orders to save owners. There never was a great character who did not sometimes smash the routine regulations and make new ones for himself." -ANDREW CARNEGIE

"Don't speak up at a meeting until you have something meaningful to contribute. Talking to attract attention may call attention to your blank spots." -JO FOXWORTH

"Make 'em feel guilty when they do nothing. One thing I can't stand is people who don't act on a situation. I'd rather that people make mistakes than sit around and not do something."-DAVE THOMAS

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Edward Robinette:

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