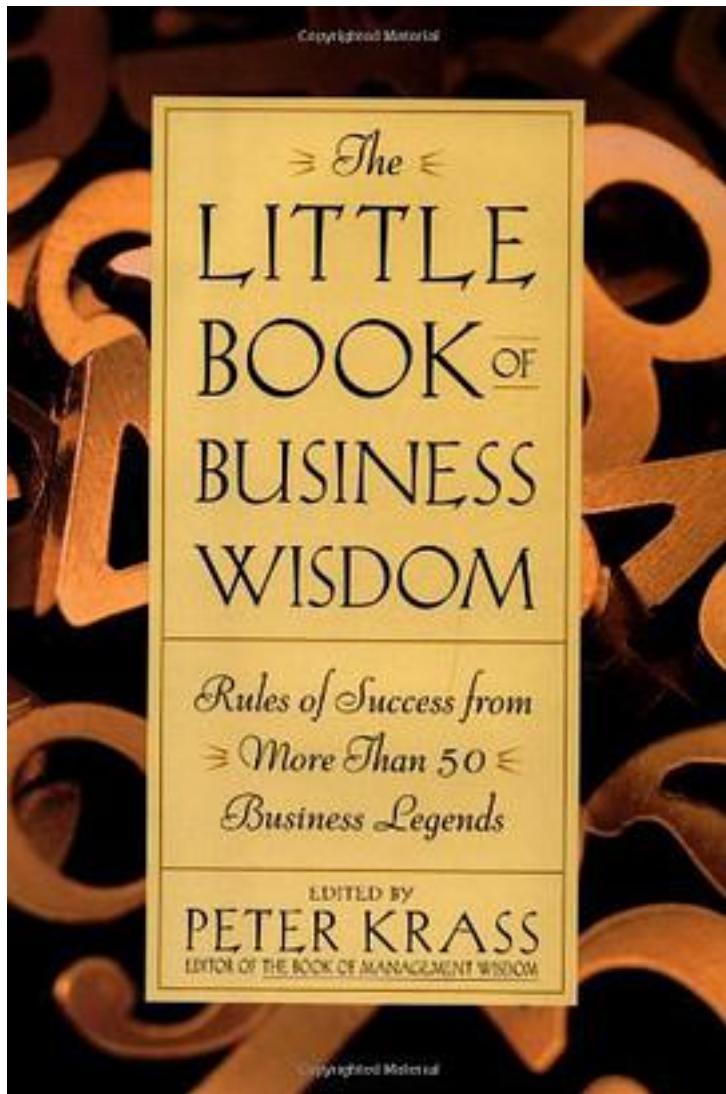


# The Little Book of Business Wisdom



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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

作者介绍:

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