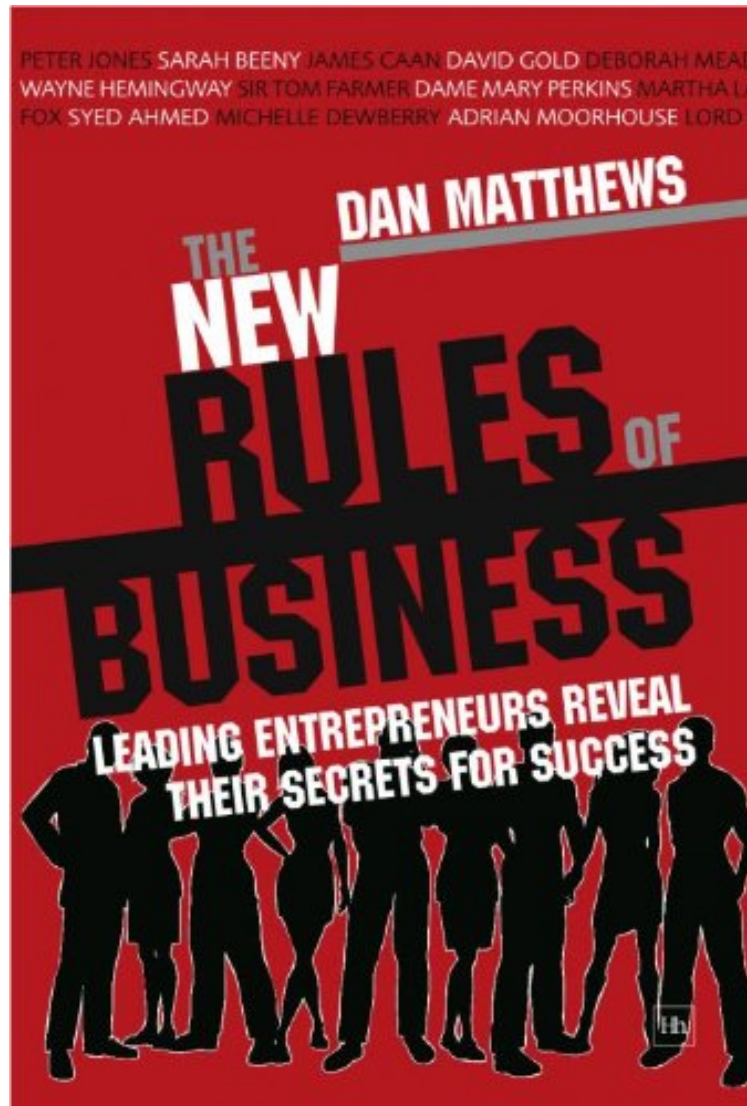


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## The New Rules of Business: Leading entrepreneurs reveal their secrets for success (Harriman Business Essentials)

*Dan Matthews*

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This is the ultimate guide to winning in business. Drawing on the experiences of some of the world's most successful entrepreneurs and corporate executives, it sheds light on the cut and thrust of commercial relationships and provides a candid insight into what it takes to thrive as an entrepreneur. Themes include the role of failure, luck and risk, people, power, money, greed and ambition. Together, it reveals the essential underlying truths which define business in the twenty-first century. The book contains thoughts, anecdotes and advice from 36 business people drawn from a variety of backgrounds and career paths. Multi-millionaire heads of billion-pound businesses rub shoulders with chief executives of some of the world's biggest blue-chip companies. Also featured are celebrity investors, business TV show contestants, and even those who have fallen foul of the business rules and survived to tell the tale. It is a must read for anyone wanting to grow a business, become wealthy and powerful, or make a meteoric push up the career ladder.