The 100 Absolutely Unbreakable Laws of Business Success

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Why are some people more successful in business? Why do some businesses flourish where others fail? Renowned business speaker and author, Brian Tracy has discovered the answers to these profoundly puzzling questions.

In The 100 Absolutely Unbreakable Laws of Business Success Tracy draws on his thirty years' experience and knowledge to present a set of principles or "universal laws" that lie behind the success of business people everywhere, in every kind of enterprise, large and small. These are natural laws, he says, and they work everywhere and for everyone, virtually without exception. Every year, says Tracy, thousands of companies underperform or even fail and millions of individuals underachieve, frustrated by thwarted ambition and dreams--all because they either attempted to violate or did not know these universal laws. But ignorance of the law is no excuse!

Tracy breaks the 100 laws down into nine major categories: Life, Success, Business, Leadership, Money, Economics, Selling, Negotiating, and Time Management. For each of the nine groups he details the specific laws that govern it-laws such as the Law of Cause and Effect, the Law of Service, the Law of Increasing Returns, the Law of Compensation, and the Law of Independence. Drawing on a lifetime of observation, investigation, and experience, Tracy not only identifies and defines each law, he also reveals its source and foundation, whether in science, nature, philosophy, experience, or common sense. He illustrates how it functions in the world using real-life anecdotes and examples shows how to apply it to your life and work through specific questions and practical steps and exercises that everyone can use--sometimes in just minutes--to begin the journey toward greater business success.

Now for the first time in one volume, these key principles can be understood and put to use by business people of all ages and experience for better, faster, more predictable results. "When you know and understand them," writes Tracy, "you gain a tremendous advantage over those who do not. When you organize your life and business according to these universal laws and timeless truths, you find that it is much easier to build and run a successful and profitable business or department, no matter what external conditions might exist...You will attract and keep better people, produce and sell more and better products and services, control costs more intelligently, expand and grow more predictably, and increase your profits with greater consistency."

Easy to read, easy to understand, and easy to apply, The 100 Absolutely Unbreakable Laws of Business Success offers a straightforward, eye-opening, life-affirming approach to how the world of business really works.

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Angela Strange:

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