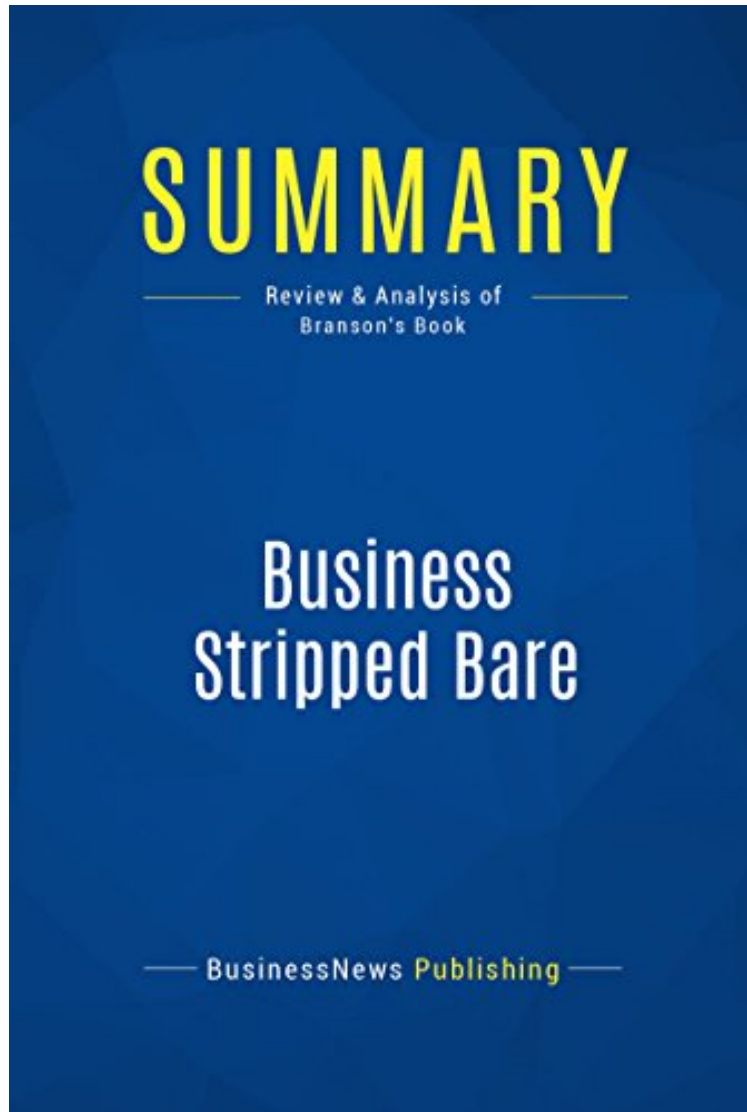


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The must-read summary of Richard Branson's book: "Business Stripped Bare: Adventures of a Global Entrepreneur". This complete summary of the ideas from Richard Branson's book "Business Stripped Bare" shows that

the whole object of being in business is to create new things, make them and sell them. The essence of any business is creativity. There is no reverse gear in commerce — if you have a problem, you have to invent a solution rather than trying to un-invent what is already there. Furthermore, this summary presents seven elements that need to be in place to really make the right things happen. Your success or failure then flows from the ethics you enshrine and your ability to put those ethics into action. In business, ethics are everything. If you can create a company you're proud of, which does things you feel good about and which genuinely takes a step towards making the world a better place, then you've achieved something very worthwhile. Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Business Stripped Bare" and discover very interesting ideas written by one of the most successful people on earth.