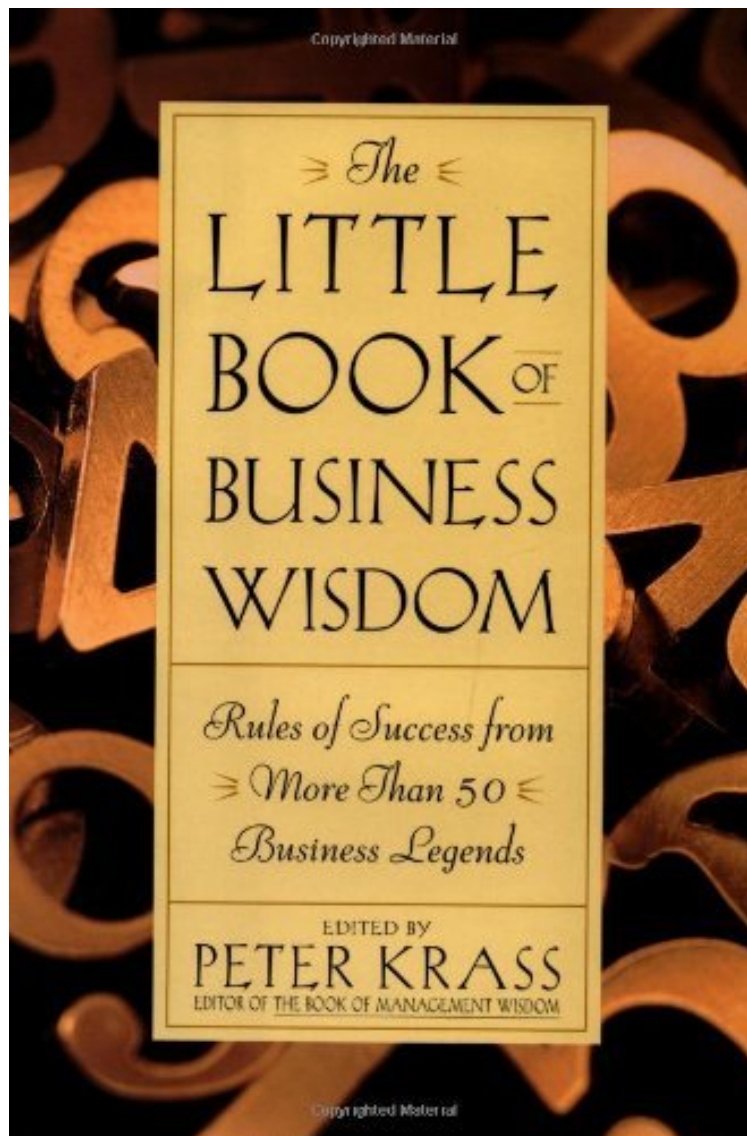


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## The Little Book of Business Wisdom: Rules of Success from More Than 50 Business Legends

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**From Wiley : The Little Book of Business Wisdom: Rules of Success from More Than 50 Business Legends** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Little Book of Business Wisdom: Rules of Success from More Than 50 Business Legends:

0 of 0 people found the following review helpful. READ THIS!!By Rylee MeekFor such a "little book" Peter's insight and advice of business wisdom is HUGE!! I only wish I would have read this years ago!11 of 12 people found the

following review helpful. Another "Classic" Resource from KrassBy Robert MorrisI really admire the talents of Peter Krass who has brilliantly edited a number of "Wisdom" books, this being the most recent. Once again, he has assembled a collection of more than 50 essays written by what are correctly referred to as "business legends." Here is how the material is organized:Part I: Management Principles (eg Lee Iacocca and John Erik Jonsson)Part II: Leadership Secrets (eg John F. Welch, Jr. and Robert Townsend)Part III: Qualities for Personal Management (eg David Ogilvy and Andrew S. Grove)Part IV: Wall Street Wizards (eg Sir John M. Templeton and Peter Lynch)Part V: Gunslingers and the Entrepreneurial Drive (eg P.T. Barnum and Lillian Vernon)Part VI: The Gurus (eg Warren Bennis and Peter F. Drucker)Part VII: Builders of Culture (eg Howard M. Schultz and Mary Kay Ash)Part VIII: Maxims for Life (eg Carley Fiorina and Benjamin Franklin)You get the idea. I should add that some of the specific titles are probably not readily available anywhere else. For example, J.C. Penney's "Six Principles for Winning", Ben Cohen and Jerry Greenfield's "Our Aspirations", and Al Neuharth's "An S.O.B.'s Ten Secrets to Success." This would make a terrific holiday gift for your business associates, customers, etc. but also (especially) for recent or imminent graduates who are committed to a career in business.Please do not ignore Krass's Introduction. As always, he offers excellent insights of his own as well as remarks which help to create an appropriate context for the essays which follow.4 of 5 people found the following review helpful. A good read and very thought provokingBy Dan E. RossI gave this book 4 stars because, while it was refreshing to read and I definitely learned quite a bit, it wasn't a paradigm-shifting book, which is what I am increasingly moving towards for my 5 star books.I personally love the art of business. Yeah, you read that right.....business is an art...The Little Book of Business Wisdom has tons of useful information (over 50 different short stories/essays) that you could apply to your business or to understand what differentiates average companies from great companies. I underlined more than average when reading this book. I read this book hoping to learn some insightful comments and business practices to apply to my business once I get it up and running. I am trying to plan for the future and all of these business leaders have experienced phenomenal success and growth or trained those business leaders. This book is definitely worth picking up and is a KEEPER! If you are interested in a comparable book worth picking up you may want to look at Every Mistake in the Book by F.J. Lennon as I found this book to be a very straight book from a guy that ran his own company.

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

From BooklistThis compendium gathers advice from 50 individuals from the past and present who have had a thing or two to say about handling oneself in business. The personal guidelines proffered here are based on personal experience, and they are arranged into eight chapters by broad topic, which include "Management Principles," "Leadership Secrets," "Wall Street Wizards," and "Maxims for Life." Chrysler head Lee Iacocca offers his commandments of management, which should be listened to, since he certainly turned that car company around. Bill Gates, touted here as today's richest man in the world, discusses digital information. We hear from John Patterson, the "father of modern salesmanship." And John Johnson, the "most powerful African-American businessperson" in the country, instructs readers in selling anything in five minutes or less. But these lessons in business are really lessons in successful living and can be appreciated for that by anyone. Brad HooperCopyright copy; American Library Association. All rights reserved The Cutting Edge The most successful business people are often also the busiest, acknowledges Peter Krass, a regular contributor to Investor's Business Daily and editor of the Book of Wisdom series. Therefore, he offers The Little book of Business Wisdom: Rules of Success from More Than 50 Business Legends. The advice is varied and often contradictory, but provides readers with a smorgasbord of ideas. From Lee Iacocca's guidelines for CEOs ("Make sure you're maximizing earnings today") to Lillian Vernon's questions for would-be entrepreneurs ("Are you prepared to work extremely hard?"), the advice is succinct but rarely simplistic. --Publishers Weekly October 30, 2000From the Inside FlapHenry Ford, Andrew Carnegie, David Ogilvy, Michael Dell-imagine that the world's greatest business leaders, past and present, were there to coach you whenever you faced a crucial business decision. They are, in The Little Book of Business Wisdom. In this unique resource, the most brilliant and successful managers, leaders, investors, entrepreneurs, and CEOs of all time offer tips, advice, and rules on how to get ahead and how to succeed in business. The Little Book of Business Wisdom brings together the speeches and writings

of more than fifty business giants and presents their ideas and management secrets in their own words. These world-class leaders offer a range of practical advice on management and leadership, personal advancement, and accomplishing business objectives. You'll hear from Bill Gates on the "New Rules for the Age of Information," Thomas J. Watson Jr. on creating a corporate culture, and Lillian Vernon on how to succeed as an entrepreneur. P. T. Barnum shares his "Rules for Success in Business"; Warren Buffett imparts the investment principles that made him a multibillionaire; and Charles Wang lays out "Seven Steps to Being the Best." These are just a few of the major figures who reveal fascinating details of their characters and personalities as they educate, enlighten, and entertain you with their often surprising views on the most compelling issues that arise in every corner of the business world. For easy reference, these essays and speeches are organized into eight categories, each of which highlights a certain aspect of business life. These include "Management Principles," "Leadership Secrets," "Qualities for Personal Advancement," "Wall Street Wizards," "Gunslingers and the Entrepreneurial Drive," "The Gurus," "Builders of Culture," and "Maxims for Life." Each essay is preceded by a brief introduction that places it in historical perspective and offers interesting and insightful information about the author's life and career. Highlighted passages call your attention to each author's most pithy, profound, or quirky ideas. Offering timeless wisdom and practical advice from the most successful business managers ever, *The Little Book of Business Wisdom* is must reading for managers at every level, from the junior executive cubicle to the presidential suite.