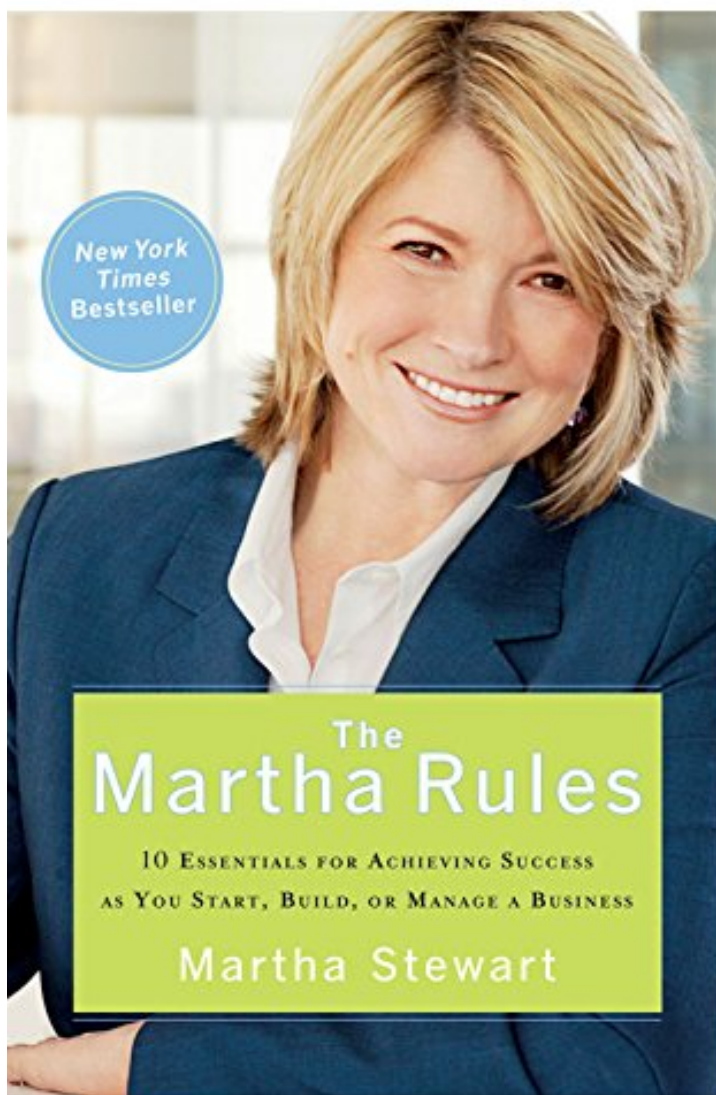


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The Martha Rules: 10 Essentials for Achieving Success as You Start, Build, or Manage a Business

Martha Stewart

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Martha Stewart : The Martha Rules: 10 Essentials for Achieving Success as You Start, Build, or Manage a Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Martha Rules: 10 Essentials for Achieving Success as You Start, Build, or Manage a Business:

0 of 0 people found the following review helpful. Excellent Advice from an ExpertBy DiamondGirlGGThe book is a

useful read for anyone considering starting a business or who already has a business but could use some good, solid advice on how to be successful in all aspects of their growing business. Her tips are current and presented in a clear, concise logical - albeit dry - manner. She toots her own horn a bit - but let's face it, she's earned it! It isn't that she comes across arrogant, maybe more of an unapologetic confidence; which, again, she has more than earned. Her confidence and unwavering belief in herself has made her the billionaire head of a media empire. It is refreshing to hear her discuss her failures difficulties along the way to building her MSLO brand. This is a woman who started with a seed of an idea confidently methodically moved forward, undaunted by the hard work required the road blocks encountered. Unlike many business books out there she doesn't tout a get rich quick while working from the Caribbean model. She presents a research, learn, work hard, invest in yourself your business platform. She isn't about get rich quick, but rolling up your sleeves building a successful business.0 of 0 people found the following review helpful. The Martha Rules: 10 Essentials for Achieving Success as You Start, Build,...By Certified AdminThrough Martha Stewart's dark times, she has shown tenacity to make lemonade out of prison lemons, exhibiting her overwhelming capacity of entrepreneurial spirit to help the people she was incarcerated with; and to return to the top of her game. If anyone can offer comments on how to gain success and raise the bar for your business, she is certainly the one. I will read this book frequently-lots to absorb. Although she's had much opposition, she has continued to offer help to fellow business owners. Some people may not like her methods, but I hold her in high esteem for knowing how to build an empire. You go, Martha!0 of 0 people found the following review helpful. Great for Female EntrepreneursBy Lady LucasBelieve it or not, I bought this book after meeting Martha herself at an event in NYC. She suggested it after a question I asked her regarding advice for female entrepreneurs. This is a great book if you're interested in facts about Martha's life... as she references real examples about her own experiences throughout every chapter. I myself am in the second stage of my entrepreneurial journey, as I already have a new business in place and know the general outline of how and what I wish to achieve. I believe this book is particularly helpful for those on the starting line that need some inspiration and guidance about how to begin. Overall, an easy and quick read with solid advice for anyone looking to pursue their dreams!

Martha Stewart is an undeniable force in the business world. One of the world's greatest entrepreneurs, she turned her personal passion into Martha Stewart Living Omnimedia, a billion dollar business. Now, for the first time, Martha Stewart shares her business knowledge and advice in this handbook for success. Tapping into her years of experience in building a thriving business, Martha will help readers identify their own entrepreneurial voice and channel their skills and passions into a successful business venture. Her advice and insight is applicable to anyone who is about to start or expand a venture of any size, whether it is a business or philanthropic endeavor, but also to individuals who want to apply the entrepreneurial spirit to a job or corporation to increase innovation and maintain a competitive edge.Featuring Martha's top principles for success, as well as stories and anecdotes from her own experiences, The Martha Rules is sure to appeal to business readers, fans, and anyone who admires her for her style, taste, and great advice-and who have great business ideas of their own.

ldquo;This book takes you inside the creative world and genius mind of Martha Stewart, to uncover your own path to business success.rdquo; Professor Jeffrey Sonnenfeld, senior associate dean of executive programs, Yale School of Managementldquo;Martha's candid look at how to succeed in business is for everyone. Whether you are just starting out or working for a large company, The Martha Rules is an indispensable handbook for business leaders of all levels on how to elevate creativity and maintain a competitive edge.rdquo; Quincy Jones, producer and multimedia entrepreneurAbout the AuthorFrom her award-winning magazine, Martha Stewart Living, to her bestselling product lines, Martha Stewart shares the creative principles and practical ideas that have made her America's most trusted guide to stylish living. She has been awarded numerous honors and distinctions from the worlds of business, education, television, media, culinary arts, and retail. In April 2005, she was included among the 100 most influential men and women of the year in TIME magazine's annual "TIME 100" list, in the "Builders Titans" category. Martha Stewart is also a bestselling author.