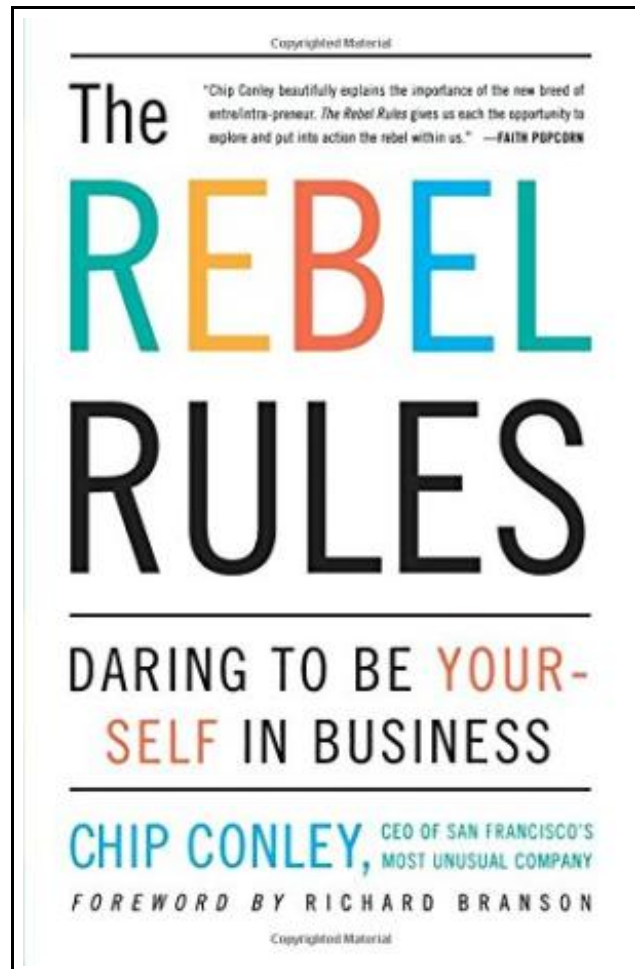


The Rebel Rules: Daring to Be Yourself in Business



Filesize: 2.07 MB

Reviews

It is an awesome book that we have possibly go through. It is actually writter in straightforward words and phrases and not confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Tierra Kunde)

THE REBEL RULES: DARING TO BE YOURSELF IN BUSINESS



Touchstone. Paperback. Book Condition: New. Paperback. 287 pages. Dimensions: 8.4in. x 5.4in. x 0.8in. When he was 26, Chip Conley broke the two cardinal rules of starting a business: he invested in an industry about which he knew nothing and he ignored the mantra location, location, location. He bought a notorious pay-by-the-hour motel in a seedy San Francisco neighborhood. A dozen years later, Chip is the boy wonder of the American travel industry, famous for his entrepreneurial genius, creativity, and sense of fun. In *The Rebel Rules*, Conley shares his success secrets. He focuses on the primary traits -- vision, passion, instinct, and agility -- that characterize today's fast company leaders. His guidebook doubles as a toolbox for anyone -- whether a virgin entrepreneur or a corporate manager -- who wants to walk in step with today's business innovators. *The Rebel Rules* will show you how to: Tap into your natural talents and focus on what you can control. Build a fanatical customer base and create great buzz. Engage employees and encourage them to break the rules. Kick butt in business and still have a life. With exercises and activities that will develop these and other business skills, *The Rebel Rules* will transform the way you approach your career. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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