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According to DeLuca, there are 15 essential principles for anyone starting a small business, some of which, DeLuca confesses, he

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learned the hard way (he had never made a submarine sandwich before opening day of his first shop). Among these pillars: Believe in Your People; Never Run Out of Money; Keep the Faith; and Profit or Perish.

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Run--Your Own Successful  
Business: Written by Fred DeLuca,  
2000 Edition, Publisher: Warner  
Books [Hardcover] by Fred  
DeLuca (ISBN: 8601416054988)  
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[(Start Small Finish Big: Fifteen  
Key Lessons to Start ...

The chapters, and the stories they contain, are named after the fifteen key lessons that Fred DeLuca wants to share with entrepreneurs. Start Small Earn a Few Pennies Begin with an Idea

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Think Like a Visionary Keep the  
Faith Ready, Fire, Aim! Profit or  
Perish Be Positive Continuously  
Improve Your Business Believe In  
Your People Never Run Out of  
Money. Borrow Before You Need  
To.

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Start Small Finish Big: 15 Key Lessons to Start and Run

Run Your Own Successful Business

In "Start Small, Finish Big," the co-founder of the Subway submarine sandwich chain, Fred DeLuca depicts his experience and the experiences of 21 different business visionaries who

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transformed independent  
ventures into large organizations.  
He refers to 15 achievement  
principles while utilizing intriguing  
“How I did it” stories from  
business people to delineate  
them.



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Start Small Finish Big PDF And  
Summary - Fred DeLuca & John P

Brief Summary of Book: Start  
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DeLuca, John P. Hayes English |

August 1, 2000 | ISBN:

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Start Small, Finish Big: Fifteen Key

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never made a submarine sandwich before opening day of his first shop). Among these pillars: Believe in Your People; Never Run Out of Money; Keep the Faith; and Profit or Perish.

Amazon.com: Start Small Finish

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associate with the life. The  
reality, knowledge, science,

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own successful business. [Fred  
DeLuca; John Phillip Hayes] -- The  
founder of the Subway sandwich

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shop franchise draws on his own  
experience to present fifteen  
important steps to becoming a  
successful entrepreneur, offering  
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Start small, finish big : fifteen key

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Get this from a library! Start small, finish big : fifteen key lessons to start-- and run-- your own successful business. [Fred DeLuca; John Phillip Hayes] -- The founder of the Subway sandwich shop franchise draws on his own

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no-deal Brexit preparation as  
hopes of a trade deal dwindle. In  
order to have a UK-EU trade deal

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At age seventeen Fred Deluca borrowed \$1,000 from a friend and started SUBWAY(R). Today,

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with more than 38,000 stores in one hundred countries and annual sales exceeding \$16.6 billion, Fred DeLuca's SUBWAY is a success story with a message...

START SMALL FINISH BIG

Publishers Weekly Review:

DeLuca was only 17 when he

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started what is now the Subway restaurant chain in 1965; he needed money to attend college and a friend offered to back him with \$1,000 to start a sandwich shop in Bridgeport, Conn. That beginning led DeLuca to an enormously successful career: in

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In addition to being president of the chain, he runs MILE, a nonprofit organization that offers loans to entrepreneurs. According to DeLuca, there are 15 essential principles for anyone starting a small business, some of which, DeLuca confesses, he learned the

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hard way (he had never made a submarine sandwich before opening day of his first shop).

Among these pillars: Believe in Your People; Never Run Out of Money; Keep the Faith; and Profit or Perish. DeLuca uses his own business experience as well as

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that of other successful entrepreneursAe.g., the founders of Kinko's and Little Caesar'sAin addition to those of less well-known business people. Written in a conversational style, the advice isn't especially original or creative. However, would-be



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millionaires who are sitting at their kitchen table wondering if they should take that big step and start a business will find the book both instructive and inspirational. Agent, Bob Diforio. Library Journal DeLuca, co-founder in 1965 of SUBWAY Restaurants and founder

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in 1996 of the Micro Investment Lending Enterprise (MILE), a nonprofit organization making microloans to entrepreneurs/microentrepreneurs, has written this humorous, down-to-earth guide to success as a small business owner. Coauthor Hayes is a writer

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(Computer Architecture and Organization, 1998), public speaker, and business trainer.

Each chapter describes one of DeLuca's 15 key lessons and is illustrated with a real-life case study. None of the people in these cases is a household name,

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but businesses such as Kinkos, Little Caesars, and SUBWAY are. DeLuca doesn't claim that his guides form a master plan for success, but he optimistically believes that anyone can become Bill Gates, Lillian Vernon, or Henry Lay and that his lessons will

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increase the chances. His book also promotes and supports MILE, and the last chapter and appendix are devoted to information about it and its programs. Recommended for most small business collections. Susan C. Awe, Univ. of New

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In this book, Mcdonald Isaac takes us on a roller coaster journey that reveals how he started his online business as an unemployed graduate and grew it into a 6 figure business within fifteen

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months. From practical advice about online networking to pitching advice that will have you juggling multiple high-paying clients, this book is THE masterclass for budding and established online entrepreneurs interested in growing their

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have achieved the level of truly transformative innovation as brilliantly--or as famously--as the legendary Mayo Clinic.

Introducing Think Big, Start Small, Move Fast, the first innovation guide based on the proven, decade-long program that's made

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Mayo Clinic one of the most respected and successful organizations in the world. This essential must-have guide shows you how to: Inspire and ignite trailblazing innovation in your workplace Design a new business model that's creative,

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collaborative, and sustainable  
Apply the traditional scientific  
method to the latest innovations  
in "design thinking" Build a  
customized toolkit of the best  
practices, project portfolios, and  
strategies Increase your  
innovation capacity--and watch

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how quickly you succeed These field-tested techniques grew out of the health care industry but are designed to work with any complex organization. Written by three Mayo Clinic Center for Innovation insiders--Dr. Nicholas LaRusso, Barbara Spurrier, and

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Dr. Gianrico Farrugia—the book offers a wealth of transformative ideas and strategies. The concise, easy-to-implement methods can help jump-start your employees' creative potential, involve them in the collaborative process, and pave the way to the future of

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sustainable innovation. You get step-by-step advice on building leadership teams, accelerator platforms for speeding up results, and fascinating case studies of innovation in action from the files of the Mayo Clinic Center for Innovation. In today's fast-moving

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world, it's innovation that drives success. This book gives you the keys. ADVANCE PRAISE FOR THINK BIG, START SMALL, MOVE FAST: "Truly great organizations do not just achieve great results; they are also relentless in the pursuit of continual improvement.

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This book offers both methods and motivation to leaders in any industry who understand that the pursuit of excellence is never-ending." -- Donald Berwick, M.D., MPP, President Emeritus and Senior Fellow, Institute for Healthcare Improvement "Do you



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want your organization to deliver a shockingly better customer experience? Here is Mayo's method that transformed the patient experience by making innovation systemic, the human side of innovation." -- Scott Cook, Cofounder and Chairman of the

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Executive Committee, Intuit "A powerful set of actionable, yet importantly nonprescriptive, principles for transformative change that will inspire and challenge all of us to reenvision a system that delivers health, not just care, for all our patients." --

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Rebecca Onie, Cofounder and CEO, Health Leads "This book should serve both as a how-to guide for medical professionals and an inspiration for other innovators all over the country."  
-- T. R. Reid, reporter and author of The Healing of America

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"Powerful insight on how to  
deliver meaningful innovations  
time and again." -- Frans van  
Houten, CEO, Royal Philips

"Leaders who seek to accelerate  
new innovation competencies can  
benefit from this hands-on guide."  
-- Sarah Miller Caldicott, great

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grandniece of Thomas Edison,  
and CEO, Power Patterns of  
Innovation "Read this book. . . .

Copy its practices. It will save you  
years of misery and missteps as  
you build your own innovation  
revolution." -- Larry Keeley,  
Cofounder, Doblin Inc., and

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Director, Deloitte Consulting LLP

Run Your Own Successful  
In Surrounded by Setbacks,  
Business internationally bestselling author

Thomas Erikson turns his  
attention to a universal problem:  
what to do when things go wrong.  
Too often it seems like our

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dreams and ambitions—whether it's finally getting that corner office, lacing up your running shoes again, or building a flourishing relationship with your partner—are derailed by one roadblock or another. So how do we learn to take setbacks in

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stride and still achieve our goals?  
In Surrounded by Setbacks,  
Erikson answers that question.  
Using simple, actionable steps,  
Erikson helps readers identify the  
“why” behind their goal, create a  
concrete plan towards achieving  
it, and—most importantly—avoid



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many of the most common pitfalls that derail us when we attempt something new. The simple 4-color behavior system that made *Surrounded by Idiots* revolutionary now helps readers reflect on how they respond to adversity, giving them the self-

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awareness to negotiate the  
inevitable obstacles of life with  
confidence.

A young woman gives birth to a  
baby, then sinks into a coma. Her  
family finds a journal she has  
kept since she was a very young

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child and are astounded to discover she had recorded events in their lives she should not have known.

What if the real key to a richer and more fulfilling career was not to create and scale a new start-

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up, but rather, to be able to work for yourself, determine your own hours, and become a (highly profitable) and sustainable company of one? Suppose the better—and smarter—solution is simply to remain small? This book explains how to do just that.

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Company of One is a refreshingly new approach centered on staying small and avoiding growth, for any size business. Not as a freelancer who only gets paid on a per piece basis, and not as an entrepreneurial start-up that wants to scale as soon as

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possible, but as a small business that is deliberately committed to staying that way. By staying small, one can have freedom to pursue more meaningful pleasures in life, and avoid the headaches that result from dealing with employees, long

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meetings, or worrying about expansion. Company of One introduces this unique business strategy and explains how to make it work for you, including how to generate cash flow on an ongoing basis. Paul Jarvis left the corporate world when he realized

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that working in a high-pressure, high profile world was not his idea of success. Instead, he now works for himself out of his home on a small, lush island off of Vancouver, and lives a much more rewarding and productive life. He no longer has to contend



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with an environment that constantly demands more productivity, more output, and more growth. In *Company of One*, Jarvis explains how you can find the right pathway to do the same, including planning how to set up your shop, determining your

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desired revenues, dealing with unexpected crises, keeping your key clients happy, and of course, doing all of this on your own.

8 starred reviews · Goodreads  
Choice Awards Best of the Best ·  
William C. Morris Award Winner ·

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National Book Award Longlist ·  
Printz Honor Book · Coretta Scott  
King Honor Book · #1 New York  
Times Bestseller! "Absolutely  
riveting!" —Jason Reynolds  
"Stunning." —John Green "This  
story is necessary. This story is  
important." —Kirkus (starred

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review) "Heartbreakingly topical."  
—Publishers Weekly (starred  
review) "A marvel of  
verisimilitude." —Booklist (starred  
review) "A powerful, in-your-face  
novel." —Horn Book (starred  
review) Sixteen-year-old Starr  
Carter moves between two

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worlds: the poor neighborhood where she lives and the fancy suburban prep school she attends. The uneasy balance between these worlds is shattered when Starr witnesses the fatal shooting of her childhood best friend Khalil at the

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hands of a police officer. Khalil was unarmed. Soon afterward, his death is a national headline.

Some are calling him a thug, maybe even a drug dealer and a gangbanger. Protesters are taking to the streets in Khalil's name.

Some cops and the local drug lord

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try to intimidate Starr and her family. What everyone wants to know is: what really went down that night? And the only person alive who can answer that is Starr. But what Starr does—or does not—say could upend her community. It could also

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endanger her life. Want more of Garden Heights? Catch Maverick and Seven's story in Concrete Rose, Angie Thomas's powerful prequel to The Hate U Give.

What's Your Green Goldfish is based on the simple premise that



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employees are the key drivers of customer experience and that "Happy Employees Create Happy Customers." The book focuses on 15 different ways to drive employee engagement and reinforce a strong corporate culture. It's the second book in

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the goldfish trilogy. The first book was an Amazon Best Seller entitled, What's Your Purple Goldfish. Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach

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called marketing g.i.u.e.  
(marketing by giving little  
unexpected extras). The book is  
based on the findings of the  
Green Goldfish Project, an effort  
which crowd sourced 1,001  
examples of signature added  
value for employees. Key themes

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emerged from the Project. The book is filled with over 200 examples. PRAISE FOR WHAT'S YOUR GREEN GOLDFISH "Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders aren't

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always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life." - Brian Solis, author of What's the Future of Business #WTF, The End of Business as Usual and

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Engage "So often overlooked, and so very vital to building company value... empowering employees to support each other and the brand. Stan Phelps 'gets' it and Green Goldfish will walk you step-by-step though achieving this critical goal." - Ted Rubin, author

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of Return on Relationship "Great customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their

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employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference." -

Chris Zane, Founder and President of Zane's Cycles, author of Reinventing the Wheel, the Science of Creating Lifetime



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Customers "Stan Phelps takes customer service to a whole new level by focusing on EMPLOYEE service, and how to do well by your employees - so they take care of your customers. Packed with stories, insights and R.U.L.E.S. any company can

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follow, this book is a must-read for managers of companies of all shapes and sizes who know that employees don't leave jobs - they leave managers, especially when they don't feel your love and appreciation. Pick this up, and start engaging your team and

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making more GREEN - Phil  
Gerbyshak, author of The Naked  
Truth of Social Media "Our large-  
scale research shows  
unequivocally that engaged  
employees are more likely to  
work longer, try harder, make  
more suggestions for

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improvement, recruit others to join their company, and go out of their way to help customers. They even take less sick time.

Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this

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book." - Bruce Temkin, author of  
The Six Laws of Customer  
Experience "Too often, the actual  
employment experience delivered  
on the job does not measure up  
to the version sold to job  
candidates during the interview  
process. In What's Your Green

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Goldfish, Stan Phelps offers 15 ways to close the gap." - Steve Curtin, author of Delight Your Customers. 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary (AMACOM, June 2013) "In What's Your Green Goldfish, Stan Phelps

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brilliantly applies the idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some of the ideas to work, and soon you'll be reaping more 'green' from your

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customers." - Bob Thompson,  
Founder and CEO, CustomerThink  
Corp.

## Business

In this "brave and heartbreaking  
novel that digs its claws into you  
and doesn't let go, long after  
you've finished it" (Anna Todd,



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New York Times bestselling author) from the #1 New York Times bestselling author of All Your Perfects, a workaholic with a too-good-to-be-true romance can't stop thinking about her first love. Lily hasn't always had it easy, but that's never stopped

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her from working hard for the life she wants. She's come a long way from the small town where she grew up—she graduated from college, moved to Boston, and started her own business. And when she feels a spark with a gorgeous neurosurgeon named

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Ryle Kincaid, everything in Lily's life seems too good to be true. Ryle is assertive, stubborn, maybe even a little arrogant. He's also sensitive, brilliant, and has a total soft spot for Lily. And the way he looks in scrubs certainly doesn't hurt. Lily can't get him

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out of her head. But Ryle's complete aversion to relationships is disturbing. Even as Lily finds herself becoming the exception to his "no dating" rule, she can't help but wonder what made him that way in the first place. As questions about her

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new relationship overwhelm her, so do thoughts of Atlas Corrigan—her first love and a link to the past she left behind. He was her kindred spirit, her protector. When Atlas suddenly reappears, everything Lily has built with Ryle is threatened. An

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honest, evocative, and tender novel, It Ends with Us is “a glorious and touching read, a forever keeper. The kind of book that gets handed down” (USA TODAY).

**\*NEW YORK TIMES BESTSELLER\***

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A captivating and inspiring guide to building an untouchable empire from mud to marble, no matter what obstacles stand in the way Rick Ross is a hip-hop icon and a towering figure in the business world, but his path to success was not always easy.

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Despite adversity and setbacks, Ross held tight to his vision and never settled for anything less than greatness. Now, for the first time, he shares his secrets to success, offering his own life as a road map to readers looking to build their own empire. Along the



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way he reveals: How to turn your  
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business and music ventures Why  
failure is central to success  
Secrets to handling stressful  
situations How to build the

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perfect team As Ross explains, "It doesn't matter what's going on. Even the most dire situation is just another opportunity to boss up." Intimate, insightful and brimming with no-nonsense advice, *The Perfect Time to Boss Up* is the ideal book for hustlers

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