



Business Brilliant: Surprising Lessons from the Greatest Self-Made Business Icons

By Lewis Schiff

HarperCollins Publishers Inc. Hardback. Book Condition: new. BRAND NEW, Business Brilliant: Surprising Lessons from the Greatest Self-Made Business Icons, Lewis Schiff, For decades, the middle class has believed that the road to success meant working hard and playing by the rules. But as the 2008 economic crisis has made clear, the old rules no longer apply—that particular road to prosperity has become a road to nowhere. While household net worth has declined for most, self-made business leaders—entrepreneurially minded individuals born into the middle class who have accumulated significant wealth—have prospered. What makes these have-mores financially successful when others are struggling to keep up. In "Business Brilliant", Lewis Schiff combines compelling storytelling with eye-opening, groundbreaking research and practical guidance to show the rest of us what America's self-made rich already know. He explodes commonly held myths about wealth and explains how successful entrepreneurs such as Richard Branson, Suze Orman, Steve Jobs, Warren Buffett, and Cirque de Soleil founder Guy Laliberte, subscribe to a set of priorities completely different from those in the middle class. Schiff identifies the seven distinct principles practiced by individuals who may or may not be any smarter than the rest of the population but seem to understand...



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