Success is every individual and organization’s goal in everything, there are golden fingers to archive it, and this book introduced the secrets to be successful.

Customer is god, we heard about this phase long ago, it is simple but useful.

Unless you are a hermit, you can definitely benefit from this book. For those interested in improving their lives,their parenting skills, their leadership skills, their teaching skills and their relationship skills, this is a must read.

“Everything we do is for our customers!

”

slogan

If you can embody this principle 100% in your business, you will almost certainly achieve success. This is something which you might suppose everyone knows, but—perhaps because it is *too* obvious—it’s a principle which is often forgotten. There are too many companies where this concept and principle of delighting the customer has become nothing more than a slogan. Why is delighting the customer so crucial? Why is it essential to work towards maximizing customer satisfaction? Thinking seriously about these questions will lead you to reexamine your own work, resulting in a higher motivation for your job.

Success, obviously almost everyone’s goal on doing things, making plans and

Success can mean: feeling that tingle of excitement about what you do, sticking with what matters through hard times, living a life you can feel proud of in retrospect.

What is success and how to become successful? Different people can give different answers. “Principles for success” presents the ideas from Mr. Hiroshi Mikitani, he believes success can be archived with five simple golden rules, which he already proved with his successful career and life.

“*Maximize Customer Satisfaction*”, the favorite one I learnt from the treasure, customer is the god. It is obvious that we work, or serve, or create products for someone, someone who needs our products or services. To make their need become want or even desire, which definitely can benefit our business, and bring us closer to our success. Satisfying our clients is one important component of our success.

There was a project to enhance the development environment management and I was part of it. The original idea is to help us, as admins, to manage the environments better. While we stand at our users’ perspective, we realized that they would expect managing the environments by their own to have the flexibility and efficiency. We developed a user-friendly web interface from the old admin scripts; we designed the users and environments authorization control; we provided API to subscribe data from external system because some users want to keep their data centralized there… We listen to our users, and we “*Always Improve, Always Advance*”, we contributed our passions and professions into every requirements our customer raised, every small need filled every little step we got close to success. It was a small project used by our team only and now expand to global department, I would call it is a success, and it grew at the very beginning – “Can we do better for our users?”

Again, what is success? “*Success can mean: feeling that tingle of excitement about what you do, sticking with what matters through hard times, living a life you can feel proud of in retrospect.* ” – quoted from TED.

More practical skills and techniques, expanding Mr. Hiroshi Mikitani’s philosophy regarding success, are outlined in this handy book. There are various slogans and guidance indicating the secret of success. I am impressed by the ideas and sharing from the CEO, below are the most significant parts to me.

“*If I have seen further it is by standing on the shoulders of Giants.*” by Isaac Newton. The amazing part of modern world is the opening and sharing of knowledge and information. We could easily gain best practice worldwide through Internet and the talents transportation. So many interesting and talent people are creating interesting tools and offering intelligence without repay shocked me. During my entire career, I was addicted in Open Source community and benefited from massive open online courses. Study became easier and better: I could learn courses from best professor from top university; I could use tools with all the source code and real-time communication; I could subscribe the news from the team/group who lead the industry; I could lay on my bed watching the RakutenTechConf videos…

I had been interested in automation for a long time since I was a Release Engineer in eBay China. The reason why I loved this direction was pretty simple: “*How to get things done ten times faster*”. We used to manually scan all check-in records of one release to detect the bug code, until we built a program to check the exception instead of us - we got things done 5 times faster in this case. Lazy developers would create or use tools to reduce the dummy jobs, DRY (Don’t-Repeat-Yourself) didn’t only apply to code but could also apply to work items, something with predefined logic well, do it with program. Especially nowadays, big data and machine learning, the significant power of computer industry with huge information could only be handled in an automated way.

As the author said, “*Dreams have meaning only when they are realized*”, I know the success rules from the success man, arm the experience and coaching and then fight for my own dream and success.

(At the end, I want to thank you for this essay arrangement to help me understand the Rakuten culture better. I admire Hiroshi Mikitani and believe I would learn more success rules with life in Rakuten.)