HOW TO SUCCEED IN BUSINESS BY BREAKING ALL THE RULES

A Plan for Entrepreneurs

DAN S. KENNEDY
MAIN IDEA

"Not only have I broken all the rules I learned about - I have broken rules I didn't even know existed." - Martin Scorsese

People love to look for rules of success in every human activity, in the hope that by obeying these rules, favorable results will be realized. Consequently, everyone churns out sets of golden rules and guidelines for success. Yet, it turns out that in almost every field, the rules turn out solely to express conventional wisdom, and you can actually achieve more by doing the opposite of whatever is conventional wisdom than you'll ever achieve simply by following the masses.

Ultimately, there is actually only one rule that you need to know: Rules are made to be broken. Conventional wisdom just won't help you if you want to live a life full of achievements and pleasure. You've got to be prepared to be a maverick, to go your own way and to look tradition square in the face and go in the opposite direction. That takes nerve, arrogance and an acceptance of responsibility for your own destiny, but ultimately it's the only path to success beyond your greatest expectations.

1. Forget Almost Everything You've Ever Been Told About Positive Thinking and Motivation ........................................ Page 2
2. The Myth of the Natural Born Salesman - Or Anything Else ................................................................. Page 2
3. The Myth About the Value of a College Education .................................................................................. Page 2
4. Monks May Value Modesty and Humility Highly, But Not Entrepreneurs .................................................. Page 3
5. Is Being Rude, Aggressive and Rough One of the Great Unsung Secrets of Success? ............................... Page 3
6. Being Creative is Not Nearly as Profitable as Improving on Something That Already Works ...................... Page 4
7. Persistence - When To Use It and When To Move On To Something Better .................................................. Page 4
8. The Investment Advice You Receive May Actually Be Worse Than No Advice At All .................................... Page 5
9. More Success Myths That Don't Work Out in the Real World ...................................................................... Page 5
10. Special Advice for Young People - And Everybody Else ........................................................................ Page 6
13. It Takes Money To Make Money - Unless You Don't Have Any Money ........................................................ Page 7
15. The Illusion of “Marketing” ....................................................................................................................... Page 7
16. The Illusion of “Management” .................................................................................................................. Page 8
17. If It Ain't Broke, Don't Fix It - Unless You Actually Want To ....................................................................... Page 8
We condense 300+ page business books into 8-page summaries.

By reading summaries, you'll get the key ideas in 30 mins, so you can spend more time turning your ideas into dollars.

Knowledge is Power — Invest in Your Future

For just $2 per week, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

- BUSINESS PLANS
- MANAGEMENT
- PRESENTATIONS
- SALES
- LEADERSHIP
- MOTIVATION
- STRATEGY

AND MORE