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RULES TO BREAK AND LAWS TO FOLLOW: HOW YOUR BUSINESS CAN BEAT THE CRISIS OF SHORT-TERMISM



BRILLIANCE AUDIO, United States, 2015. CD-Audio. Book Condition: New. Unabridged. 178 x 130 mm. Language: English . Brand New. Rule #1: The best measure of success for your business is current sales and profit. Rule # 2: With the right sales and marketing effort, you can always get more customers. Rule # 3: Company value is created by offering differentiated products and services. These three golden rules for running a successful business may look no more dangerous than ordinary common...

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- Authored by Don Peppers, Martha Rogers
- Released at 2015



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