



When on the Mountain there is No Tiger, Monkey is King: 110 Two-Minute Business Pearls For Everyone Who Works

John Malmo

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Monkey is King covers ten of the most fundamental areas of business in simple, no-nonsense language. Each "pearl" is harvested from practical, hand-on experience. It is written clearly, needs no interpretation and is fun to read. You'll underline passages, dog-ear pages and refer to this book time after time whether you're a college student or the CEO of a billion-dollar corporation.

You'll learn why not to hire the people you think you "can afford." You'll learn the right time to fire people or to find a new job yourself. Why MBAs can't manage restaurants, why not to give runner-up trophies, and how the moms-and-pops flourish against big box retailers.

You'll learn common-sense advertising principles that lifelong professionals don't know. You'll gain a clearer understanding of what is marketing and what is not. You'll find out where to look for new product ideas and the importance of knowing the difference between luxury and quality.

If you're running your own company or thinking about starting one, you'll find pearls "for entrepreneurs only."

You will enjoy reading this book and gain uncommon business wisdom.



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