

Rules Of The Hunt: Real-world Advice For Entrepreneurial And Business Success - Michael Dalton Johnson

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RULES OF THE HUNT is unlike any business book you'll ever read. You won't find any trendy advice, complex theories, or unrealistic promises. Rather, you'll get the kind of honest, down-to-earth advice you would expect from a trusted mentor. A self-made entrepreneur with more than 30 years experience in the trenches, Michael Dalton Johnson knows what it takes to launch and run a successful business. In Rules of the Hunt, he provides invaluable insight into everything you need to know from practical skills like negotiating, recruiting, and time management to soft skills like mental agility and personal growth. His advice will accelerate your growth and profits delivered in a friendly, often humorous way through brief business anecdotes, short tutorials, case histories, an occasional rant, and a few horror stories. And, in true mentor form, Johnson helps you preserve both your physical and mental health during your chase for business success. In essence, Rules of the Hunt teaches you what business schools can't. Learn everything you need to know about: LEADERSHIP create loyalty, inspire trust, and motivate others RELATIONSHIPS form strong bonds with customers, employees, suppliers, and investors SALES engage and excite your buyers and close more sales MARKETING identify, locate, and promote like the pro TECHNOLOGY master today's most important tool, the Internet OPERATIONS get things done the right way to grow profits FORESIGHT avoid pitfalls and plan for future challenges before they appear SURVIVAL maintain your health and sanity while pursuing your business goals Successful entrepreneurship is both an art and a science, and in order to succeed you must know the rules. You'll get them here. With Rules of the Hunt, you have everything you need to outfox the competition, maintain your integrity, and actually enjoy your hunt for business success. Straightforward, easy to understand, pragmatic, and devoid of subjective theories and ideologies, Rules of the Hunt simply tells it like it is. Nothing more, nothing less. Praise for Rules of the Hunt An easy but powerful read that's guaranteed to give you fresh insights into entrepreneurial success. Jill Konrath, author of SNAP Selling and Selling to Big Companies This is a great book, full of ideas, examples, stories and rules for increased business success and profitability. Brian Tracy, author of Million Dollar Habits "I love everything about this book If you

are an entrepreneur or small-business owner, you can't make a better investment in your future success!"Carol Kinsey Goman, Ph.D., speaker and author of The Silent Language of LeadersRules of the Hunt offers insights from the heart and mind of a man who has overcome the difficult challenges of attaining business and personal success. Wendy Weiss, founder and CEO, Weiss CommunicationsRules of the Hunt gives the keys to unlock many of mysteries of attaining business and life success. I highly recommended it. Chris Widener, bestselling author of The Art of Influence and the Leadership RulesRules of the Hunt is amazingly hard hitting and informative, yet written in the most straightforward language I have ever seen in a business book.Garth Moulton, President and cofounder, OtherScreen, and cofounder, Jigsaw Data Corporation"I have never read a business book with so much wisdom--and so many useful ideason virtually every page. And all of it presented with noAuthor: Johnson, Michael Dalton Publisher: McGraw-Hill Illustration: N Language: ENG Title: Rules of the Hunt: Real-World Advice for Entrepreneurial and Business Success Pages: 00288 (Encrypted EPUB) / 00288 (Encrypted PDF) On Sale: 2012-04-16 SKU-13/ISBN: 9780071791380 Category: Business & Economics : Entrepreneurship

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