

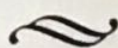
» *The* «
LITTLE
BOOK OF
BUSINESS
WISDOM

Rules of Success from
» *More Than 50* «
Business Legends

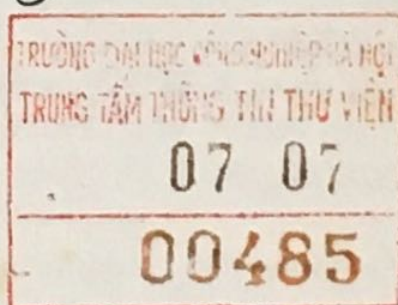
EDITED BY
PETER KRASS
EDITOR OF *THE BOOK OF MANAGEMENT WISDOM*

The Little Book
of
Business Wisdom

*Rules of Success from More Than
50 Business Legends*



Edited by



Peter Klass
PART OF THE ASIA FOUNDATION
NOT FOR RE-SALE

QUÀ TẶNG CỦA QUỸ CHÂU Á
KHÔNG ĐƯỢC BÁN LẠI



JOHN WILEY & SONS, INC.

NEW YORK • CHICHESTER • WEINHEIM • BRISBANE • SINGAPORE • TORONTO

Contents

	<i>Introduction</i>	ix
PART I: Management Principles		1
Lee Iacocca	<i>My Little Commandments of Management</i>	3
Bill Gates	<i>New Rules for the Age of Information</i>	8
Michael S. Dell	<i>The Competitive Edge</i>	12
Charles B. Wang	<i>Sync or Swim: Seven Steps to Being the Best</i>	15
John Erik Jonsson	<i>Management Principles</i>	18
Harold S. Geneen	<i>Succeeding in a Business Career</i>	22
PART II: Leadership Secrets		25
T. Boone Pickens	<i>The Art of Leadership</i>	27
John F. Welch, Jr.	<i>Leading a Revolution</i>	31
Robert Townsend	<i>No-No's</i>	34
John H. Patterson	<i>Principles for Idea-Conveying</i>	39

John D. Rockefeller	<i>The American Businessman</i>	41
J. C. Penney	<i>Six Principles for Winning</i>	44
PART III: Qualities for Personal Advancement		47
David Ogilvy	<i>Qualities I Admire</i>	49
Andrew Carnegie	<i>The Road to Business Success</i>	53
John H. Johnson	<i>How to Sell Anything in Five Minutes or Less</i>	55
Jo Foxworth	<i>Shut Up and Listen</i>	58
Theodore N. Vail	<i>The Making of a Businessman</i>	61
Henry Ford II	<i>What an Employer Wants</i>	64
Andrew S. Grove	<i>Managing Your Own Career</i>	68
PART IV: Wall Street Wizards		73
Warren E. Buffett	<i>Investment Principles</i>	75
Sir John M. Templeton	<i>The Time-Tested Maxims of the Templeton Touch</i>	77
Bernard M. Baruch	<i>My Investment Philosophy</i>	80
John C. Bogle	<i>Twelve Pillars of Wisdom</i>	83
Philip L. Carret	<i>Twelve Commandments for Speculators</i>	90
Charles Schwab	<i>The Bottom Line on Mutual Funds</i>	92
Henry Clews	<i>The Study of the Stock Market</i>	94
Peter Lynch	<i>The Final Checklist</i>	97

PART V: Gunslingers and the Entrepreneurial Drive		101
J. Paul Getty	<i>You Can Make a Million Today</i>	103
E. W. Scripps	<i>Some Outlandish Rules for Making Money</i>	108
P. T. Barnum	<i>Barnum's Rules for Success in Business</i>	114
Sam Walton	<i>Sam's Rules for Building a Business</i>	122
Henry Ford	<i>Principles of Service</i>	126
Robert Mondavi	<i>Basic Components for Success</i>	128
Victor Kiam	<i>The Man-in-the-Mirror Test</i>	132
Lillian Vernon	<i>Are You an Entrepreneur?</i>	136
PART VI: The Gurus		139
Warren Bennis	<i>Five Key Skills</i>	141
Dale Carnegie	<i>Be a Leader</i>	144
Peter F. Drucker	<i>Lessons for Leading People</i>	146
Tom Peters	<i>Eight Attributes of Innovative Companies</i>	152
Joseph Juran	<i>Thirteen Common Success Factors</i>	157
Stephen R. Covey	<i>Ten Keys to Transformation</i>	161
PART VII: Builders of Culture		169
Ben Cohen and Jerry Greenfield	<i>Our Aspirations</i>	171

Howard M. Schultz	<i>Starbucks Mission Statement</i>	176
John Wanamaker	<i>The Knows, the Keeps, the Takes, the Gives</i>	179
Dave Thomas	<i>Dave's Rules for Successful Harassment</i>	181
Mark McCormack	<i>The Ten Most Toxic Lies in Business</i>	185
Rene C. McPherson	<i>Creating a Productive Climate</i>	190
Mary Kay Ash	<i>Treat People Fairly</i>	194
Thomas J. Watson, Jr.	<i>What Growth and Change Have Taught Us</i>	198
PART VIII: Maxims for Life		201
Al Neuharth	<i>An S.O.B.'s Ten Secrets to Success</i>	203
Kemmons Wilson	<i>Twenty Tips for Success</i>	205
Carley Fiorina	<i>Seven Principles for Personal and Business Growth</i>	208
Conrad Hilton	<i>There Is an Art to Living</i>	210
Henry J. Kaiser	<i>Imagine Your Future</i>	217
B. C. Forbes	<i>Keys to Success</i>	220
Benjamin Franklin	<i>Thirteen Virtues</i>	224
	<i>Acknowledgments</i>	229
	<i>Credits and Sources</i>	231
	<i>Author Index</i>	237
	<i>Subject Index</i>	239

Introduction

Imagine if past and present business legends such as Andrew Carnegie, Michael Dell, John D. Rockefeller, and Jack Welch were your personal drill sergeants, guiding you through your business paces. Imagine them marching before you, shouting short, pithy, and poignant commands to challenge you and to build you up. After all, a drill sergeant's purpose is not only to teach survival, but to conquer the enemy—however the enemy might manifest itself. Of course, I use the term *enemy* loosely. For us, it might be substituted for a megalomaniac boss, an unhappy customer, a daunting corporate ladder, a roller-coaster stock market, or even self-delusion, among endless other possibilities. But the real question is: What would the drill sergeant's commands be? Fortunately, many moguls and gurus have distilled their philosophies into hard-hitting lists of maxims—the ultimate commandments—and I have collected them here in *The Little Book of Business Wisdom*.

Sure, you could read a 750-page monster book on how to manage your career or your business, but perhaps those should be left to the academicians and their students with time to kill. The legends in this book deliver their formulas for success unencumbered by complicated jargon and fancy words—as