



The Best Business Advice in History: Translated for the American Workplace

Kevin Orlin Johnson

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What happens when a best-selling author with a liberal-arts degree (and a minor in Finance, in case the bottom ever fell out of Art History) finds himself Managing Director of a national book distributor? You'll be surprised—he sure was.

After the initial shock wore off, Kevin Orlin Johnson, Ph.D., found that quotes, quips, and other historical tidbits he'd picked up in his eleven years of graduate school came back to him unbidden and—in a little under a year—helped him build a wretched little debt-ridden startup into a thriving distribution dynamo serving hundreds of publishers nationwide and posting quarterly growth rates exceeding 4000 percent ("We went after the really big customers, and we got them," he explains).

Now, with the publication of *The Best Business Advice in History*, he's brought together the most useful gems of insight from history's greatest leaders—and the howlers of history's most spectacular failures. It's fascinating, it's funny, and it's the most effective practical advice around—advice that has stood the test of time.

In fact, it's the best business advice in history!

Sections on Career, Co-Workers, Clients and Customers, and Competitors are designed to get you through your day with wit and style, while a final section on Conscience helps you laugh your way through those long sleepless nights.

And—just in case you were absent that day—Johnson supplies a copious index featuring piercingly funny biographical essays on exactly who all of these people were and why you should pay attention to them.

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