



The Rebel Rules: Daring to Be Yourself in Business

By Chip Conley

Touchstone. Paperback. Book Condition: New. Paperback. 287 pages. Dimensions: 8.4in. x 5.4in. x 0.8in. When he was 26, Chip Conley broke the two cardinal rules of starting a business: he invested in an industry about which he knew nothing and he ignored the mantra location, location, location. He bought a notorious pay-by-the-hour motel in a seedy San Francisco neighborhood. A dozen years later, Chip is the boy wonder of the American travel industry, famous for his entrepreneurial genius, creativity, and sense of fun. In *The Rebel Rules*, Conley shares his success secrets. He focuses on the primary traits -- vision, passion, instinct, and agility -- that characterize today's fast company leaders. His guidebook doubles as a toolbox for anyone -- whether a virgin entrepreneur or a corporate manager -- who wants to walk in step with today's business innovators. *The Rebel Rules* will show you how to: Tap into your natural talents and focus on what you can control Build a fanatical customer base and create great buzz Engage employees and encourage them to break the rules Kick butt in business and still have a life With exercises and activities that will develop these and other business skills, *The Rebel Rules*...



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Reviews

This written publication is wonderful. It is rally fascinating throgh reading period. I discovered this book from my dad and i suggested this publication to find out.

-- **Keshaun Daugherty**

The book is straightforward in go through easier to recognize. it was actually writtern extremely perfectly and useful. I am very happy to explain how this is actually the greatest publication i have read through within my individual life and might be he finest ebook for actually.

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