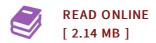




## The Rebel Rules: Daring to Be Yourself in Business

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 todays 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 todays 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...



## Reviews

This written publication is wonderful. It is rally fascinating through 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.

-- Gladys Conroy