



The Obvious: All You Need to Know in Business. Period.

James Dale

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The secrets to success in business aren't secrets at all. They're obvious, so obvious that they've mostly been taken for granted or ignored-until now. We've all read the business allegories, the "how I did it" success stories, and yes, there's good advice to be found in their pages. But nowhere is the advice as pure, as simple, as elegant, as it is in *The Obvious*. Former CEO James Dale has compiled ingenious words to live by, lucid truths as likely to be found in a fortune cookie as an MBA textbook. And the beauty of it is, regardless of the job-from sales rep to department head to CEO-the same principles yield the same results, and they're always effective. While all of Dale's advice is, well, obvious, it's implementation isn't. In *The Obvious*, Dale shares ways in which any businessperson can carry out these simple lessons and achieve success. -Show up.-Don't be a jerk.-Simple is better than complicated.-Tell the truth. (It's so rarely used, it's like a secret weapon.)-Bosses are not all idiots.-Don't look backward. There's nothing there.-Forgive and forget (or at least one out of two).-Trust someone besides yourself.-Start over tomorrow, but don't do it the same way. Entertaining, compelling, and commonsensical, *The Obvious* is all you need to know. Period.

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