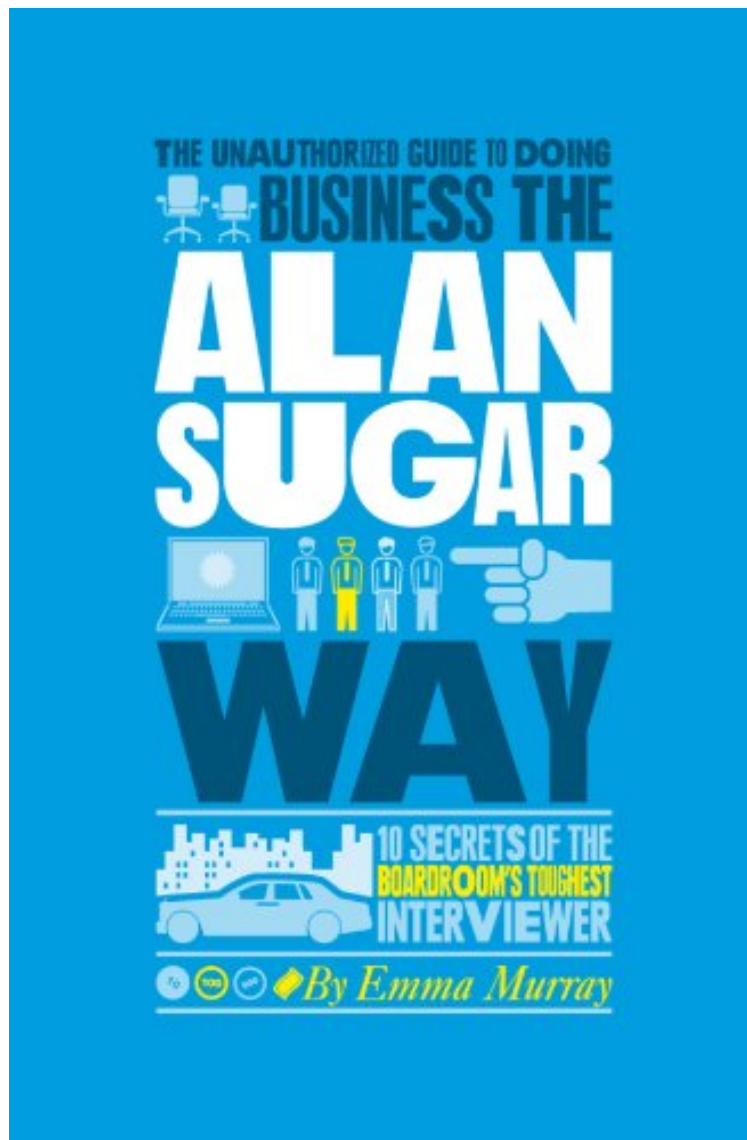


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The Unauthorized Guide To Doing Business the Alan Sugar Way: 10 Secrets of the Boardroom's Toughest Interviewer

Emma Murray

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1 of 1 people found the following review helpful. Learn about the "Real" Alan Sugar By Fabrizio Poli Alan Sugar is a really great guy. In The UK Apprentice he comes across as a bit of a tough guy but in reality he is a very nice guy. I really enjoyed finding out he has a nice family and has been married once to the same woman for a long time. Alan Sugar looks after his people and puts his family before his business. A great role model to follow. The book is written very well and is a quick read, offering insight into how Lord Sugar does business and lives his life.

Alan Sugar is a business legend. When it comes to business, Sugar is both feared and fearless. Shrewd businessman, inspirational figure and sweet-talking star of The Apprentice, this man knows how to strike a deal. The Unauthorized Guide to Doing Business the Alan Sugar Way draws out the universal lessons from Alan Sugar's remarkable success and identifies 10 strategies that can be applied to any business or career: Don't push or shove Start a revolution Know your customer Stay true to your values Learn from your mistakes Drive a hard bargain Invest in the right people Lead from the front Win as a team Hire in haste, repent at leisure Want to be the best? The secrets of phenomenal success are in your hands. Check out the other Unauthorized Guides in this series: Richard Branson; Duncan Bannatyne; Jamie Oliver; Bill Gates; and Philip Green.

About the Author Emma Murray is a freelance writer and ghostwriter specialising in Business, Psychology, History and Memoir. As a fully qualified editor and proofreader, she also works as a tutor for the training company, Editorial Training (www.edittrain.co.uk), teaching writing skills, editing, and proofreading to staff in publishing houses, organisations, and corporations. She also give talks to students and graduates about how to make a career out of freelancing.