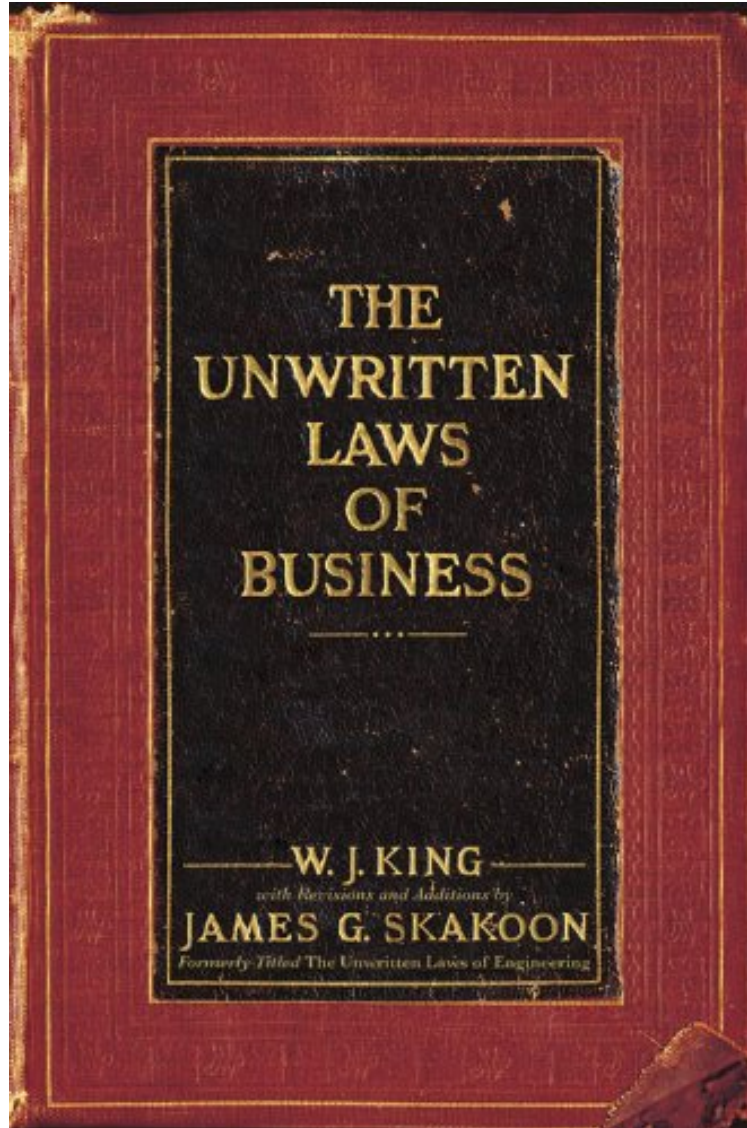


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The Unwritten Laws of Business

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The bestselling business classic that Raytheon CEO William Swanson made famous. Every once in a while, there is a book with a message so timeless, so universal, that it transcends generations. The Unwritten Laws of Business is such a book. Originally published over 60 years ago as The Unwritten Laws of Engineering, it has sold over 100,000 copies, despite the fact that it has never been available before to general readers. Fully revised for business readers today, here are but a few of the gems you'll find in this little-known business classic: If you take care of your present job well, the future will take care of itself. The individual who says nothing is usually credited with having nothing to say. Whenever you are performing someone else's function, you are probably neglecting your own. Martyrdom only rarely makes heroes, and in the business world, such heroes and martyrs often find themselves unemployed. Refreshingly free of the latest business fads and jargon, this is a book that is wise and insightful, capturing and distilling the timeless truths and principles that underlie management and business the world over. The little book with the big history. In the summer of 2005, Business 2.0 published a cover story on Raytheon CEO William Swanson's self-published pamphlet, Swanson's Unwritten Rules of Management. Lauded by such chief executives as Jack Welch and Warren Buffett, the booklet became a quiet phenomenon. As it turned out, much of Swanson's book drew from a classic of business literature that has been in print for more than sixty years. Now, in a new edition revised and updated for business readers today, we are reissuing the 1944 classic that inspired a number of Swanson's "rules": The Unwritten Laws of Business. Filled with sage advice and written in a spare, engaging style, The Unwritten Laws of Business offers insights on working with others, reporting to a boss, organizing a project, running a meeting, advancing your career, and more. Here's just a sprinkling of the old-fashioned, yet surprisingly relevant, wisdom you'll find in these pages: If you have no intention of listening to, considering, and perhaps using, someone's opinion, don't ask for it. Count any meeting a failure that does not end up with a definite understanding as to what's going to be done, who's going to do it, and when. The common belief that everyone can do anything if they just try hard enough is a formula for inefficiency at best and for complete failure at worst. It is natural enough to "look out for Number One first," but when you do, your associates will be noticeably disinclined to look out for you. Whether you're a corporate neophyte or seasoned manager, this charming book reveals everything you need to know about the "unwritten" laws of business. From the Hardcover edition.

The publisher calls it a 'hidden gem' and I would not argue with that. Financial Times Read this. Guardian An old-school reminder of business and personal integrity...which every manager should read for a quick detox. Publishing News This short book contains excellent advice for managers and employees and is free of jargon. SA Financial Mail About the Author James G. Skakoon is the general manager of VERTEX Technology, an engineering consulting firm, and the author of Detailed Mechanical Design: A Practical Guide. He lives in Saint Paul, Minnesota. W. J. King originally wrote The Unwritten Laws of Engineering, which was released as a book by the American Society of Mechanical Engineers. King had been a General Electric engineer who retired as a UCLA engineering professor in 1969. He died in 1983. Winner of several AudioFile Earphones Awards and a multiple finalist for the APA's prestigious Audie Award, Alan Sklar has narrated over 150 audiobooks, including Black Hawk Down by Mark Bowden, The Kennedys: America's Emerald Kings by Thomas Maier, and The Looming Tower by Lawrence Wright. Named a Best Voice of 2009 by AudioFile magazine, his work has earned him a Booklist Editors' Choice Award (twice), a Publishers Weekly Listen-Up Award, and Audiobook of the Year by ForeWord magazine. The Dartmouth graduate's theatre credits include Hamlet, The Taming of the Shrew, The Seagull, and many modern roles. Alan has also narrated thousands of corporate videos for clients such as NASA, Sikorsky Aircraft, IBM, Dannon, Pfizer, ATT, and SONY. For several years, he has been the spokesman for TracFone Wireless Co. and can often be seen and heard on TracFone radio and TV spots and infomercials. "I am so pleased, as is my husband, to have found a narrator that holds our attention so well that we have come to compare every other narrator to him (you). So far we have found none with such a talent as yours. We very much plan to listen to as many of your works as we can find." ---Sandi King, a letter to Mr. Sklar