



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

Emma Murray

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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:

1. Don't push or shove
2. Start a revolution
3. Know your customer
4. Stay true to your values
5. Learn from your mistakes
6. Drive a hard bargain
7. Invest in the right people
8. Lead from the front
9. Win as a team
10. Hire in haste, repent at leisure

Want to be the best? The secrets of phenomenal success are in your hands.

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