



# **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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