



# Business Brilliant: Surprising Lessons from the Greatest Self-Made Business Icons

*Lewis Schiff*

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## **Business Brilliant: Surprising Lessons from the Greatest Self-Made Business Icons** Lewis Schiff

In *Business Brilliant*, Lewis Schiff combines compelling storytelling with ground-breaking research to show the rest of us what America's self-made rich already know: It's synergy, not serendipity that produces success.

He explodes common myths about wealth and explains how legendary entrepreneurs such as Richard Branson, Suze Orman, Steve Jobs, and Warren Buffet have subscribed to a set of priorities that's completely different from those of the middle class.

Schiff identifies the seven distinct principles practiced by individuals who may or may not be any smarter than the rest of the population, but seem to understand instinctively how money is made. This guide also reveals how these business icons excel in areas of team building, risk management, and leadership development to accumulate their wealth.

He offers a practical four-step program, from choosing one's livelihood and pinpointing skills to focus on, to negotiating job terms and salary, in order to bring upon greater success.

*Business Brilliant* by Lewis Schiff, coauthor of *The Middle Class Millionaire: The Rise of the New Rich and How They are Changing America* and *The Armchair Millionaire*, can help you can achieve better results in your business and in your career.

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