

The 12 Greatest Rules of Business

By Daniel Ally

- 1. BE FAIR AND HONEST IN ALL TRANSACTIONS**
- 2. BE SLOW TO HIRE AND QUICK TO FIRE**
- 3. GIVE BACK AND TEACH OTHERS WITHOUT LIMITS**
- 4. NEVER GIVE UP, NO MATTER HOW HARD IT GETS**
- 5. INVEST AGGRESSIVELY AND TAKE THE RISK**
- 6. MARKET AND PROMOTE RELENTLESSLY EACH DAY**
- 7. ALWAYS HIRE THE BEST AND FIRE THE REST**
- 8. SALES IS THE SPINAL CORD TO YOUR BUSINESS**
- 9. ALWAYS DEVELOP BETTER PRODUCTS AND SERVICES**
- 10. THE FORTUNE IS IN THE FOLLOW UP. REACH OUT TO ALL**
- 11. GET FAR MORE HELP THAN YOU THINK YOU NEED**
- 12. BE RESPECTFUL TO EVERYONE YOU MEET, INCLUDING YOUR CUSTOMERS, COMPETITORS, AND COLLEAGUES**