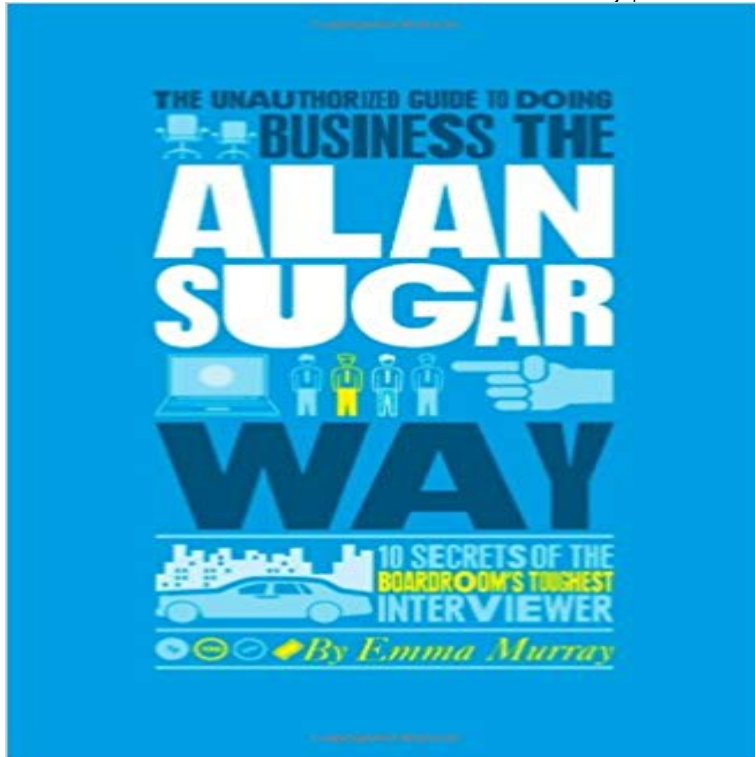


The Unauthorized Guide To Doing Business the Alan Sugar Way: 10 Secrets of the Boardrooms Toughest Interviewer



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: Don't push or shove. Start a revolution. Know your customer. Stay true to your values. Learn from your mistakes. Drive a hard bargain. Invest in the right people. Lead from the front. Win as a team. Hire in haste, repent at leisure. Want to be the best? The secrets of phenomenal success are in your hands. Check out the other *Unauthorized Guides* in this series: Richard Branson; Duncan Bannatyne; Jamie Oliver; Bill Gates; and Philip Green.

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