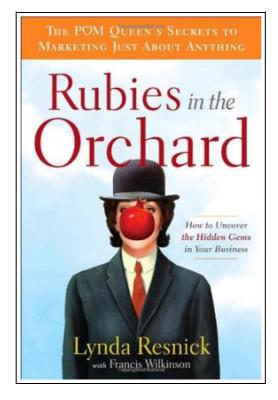
Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business



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Reviews

Extremely helpful to all class of individuals. It really is writter in straightforward terms instead of difficult to understand. I am just happy to explain how this is the finest publication i have got read inside my own lifestyle and might be he very best ebook for possibly. (Dr. Meta Smith)

RUBIES IN THE ORCHARD: HOW TO UNCOVER THE HIDDEN GEMS IN YOUR BUSINESS



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Doubleday, 2009. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Praise forRubies in the Orchard ".both entertaining and enlightening. what's really valuable to business owners is Resnick's insight on marketing, a field where she's built a well-deserved reputation as a master."--Businessweek "Using sound advice, a wealth of first-hand experience, historical perspective, and fierce self-confidence, Lynda Resnick has written a very useful and practical book. Anyone starting a business or running an entrepreneurial venture should read [it]." MARTHA STEWART, founder, Martha Stewart Living Omnimedia "Are you looking for proven ideas about how to market anything, overtake the competition, ward off vicious attacks, and become rich? Even if you don't want to do those things, you will still love this inspiring, funny, thought-provoking, autobiographical sharing of secrets by Lynda Resnick, who figured out for herself how to succeed, again and again." Dr. JARED DIAMOND, professor of geography at UCLA, and Pulitzer Prizewinning author of bestselling books including Collapseand Guns, Germs, and Steel "Like the POM Wonderful that Lynda Resnick created, this book is absolutely delicious and also amazingly nutritious. In fact, it's so funny and fun that you may not notice how much wisdom it containsfrom marketing tips to insights on brand authenticity in the Internet era. It will make you laugh aloud, but also change the way you do business." WALTER ISAACSON, president and CEO, The Aspen Institute, and bestselling author of Einstein: His Life and Universeand Benjamin Franklin: An American Life "Lynda Resnick wields a sledgehammer in a velvet glove like no other. You can buy a thousand books with sound business lessons, butRubies in the Orchardis among a special few that lift you from your seat and compel you to act immediately." CHRIS DEWOLFE, co-founder and CEO, MySpace "Lynda is truly an unstoppable force. She has had a...



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