

BUSINESS

PLEASE NOTE:

As part of this Presidential campaign, we will *securely and freely* (i.e., no charge) consult any **Fortune 2,000 corporation** based in America on **strategy, efficiency, growth, solving challenging problems, R & D/new products, advertising or architecture.** Simply contact us to set up a confidential counsel (AAorg2020@gmail.com).

Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight. **–Henry R. Luce**

Capital isn't that important in business. Experience isn't that important. You can get both of these things. What is important is ideas. **–Harvey S. Firestone**

American business needs to lead the global economy of the future, both in profits and integrity. That is our tradition and history, recent set-backs with China notwithstanding. It is for those dual purposes alone that we offer several resources to foster results:

- ▶ Over 4,700 new products of the future ideas,
- ▶ Our book, Building a Billionaire Business (which lists 101 multi-use business improvement suggestions, 12 small business strategic considerations and 12 big business strategic initiatives),
- ▶ Our book, Innovation Strategies for the 21st Century,
- ▶ Trend identifications and assessments (throughout our books, especially Dumb as a Donkey, Fat as an Elephant and Discern Your Future),
- ▶ Advertising tools and insights (on this web site, in Billionaire Business and our other book on Idioms), and,
- ▶ All business consulting activities conducted as part of any future political campaigns.

One can't doubt the author's commitment to America's re-emergence as the global business leader and number one economy after consulting such resources. Few-to-no political candidates–potential or existing–will offer business as much “help” toward achieving these objectives, and the conclusions are founded upon a solid business background (MBA/BBA).

To achieve the best results in any endeavor, the best information from those best in their field is most helpful (i.e., experts). Besides my studies of the Bible, and an advanced education, a respected colleague once told me he reads biographies of great people. In our time-crunched society, I have found highlighted insights at BrainyQuotes.com, from which comes the following:

ATTIRE

Suits are looked at more now as a business thing which is kind of a shame. If you're not wearing it just for work, you should try and trick it up a bit. **–Daniel Craig**

BUSINESS ENVIRONMENT

Our combination of great research universities, a pro-risk business culture, deep pools of innovation-seeking equity capital and reliable business and contract law is unprecedented and unparalleled in the world. **–Marc Andreessen**

CALCULATED RISK

Fail often so you can succeed sooner. **–Tom Kelley**

CUSTOMER SERVICE & PEOPLE SKILLS

There is only one boss. The customer.
And he can fire everybody in the company from the chairman on down,
simply by spending his money somewhere else. **–Sam Walton**

What helps people, helps business. **–Leo Burnett**

You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you. **–Dale Carnegie**

The greatest ability in business is to get along with others and to influence their actions.
–John Hancock

The golden rule for every business man is this: 'Put yourself in your customer's place.'
–Orison Swett Marden

A satisfied customer is the best business strategy of all. **–Michael LeBoeuf**

Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them. **–W. Edwards Deming**

CHANGE

Markets change, tastes change, so the companies and the individuals who choose to compete in those markets must change. **–An Wang**

The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.
–Peter Drucker

Amazon drove Borders out of business, and the vast majority of Borders employees are not qualified to work at Amazon. That's an actual, full-on problem. But should Amazon have been prevented from doing that? In my view, no. **–Marc Andreessen**

EMPLOYEES

Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can't miss. **–Lee Iacocca**

People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps. **–Mary Kay Ash**

The secret to successful hiring is this: look for the people who want to change the world.
–Marc Benioff

ETHICS

A shady business never yields a sunny life. **–B. C. Forbes**

Every young man would do well to remember that all successful business stands on the foundation of morality. **–Henry Ward Beecher**

Business practices and how we treat the planet are also in desperate need of re-humanization.
–Simon Mainwaring

EXPENSES

If you can't pay for a thing, don't buy it. If you can't get paid for it, don't sell it. Do this, and you will have calm and drowsy nights, with all of the good business you have now and none of the bad. If you have time, don't wait for time. **–Ernst Fischer**

FINANCE

Profits in business always depend on the rate of interest: the higher the interest, the higher the rate of profit required. **–James Buchan**

Let me remind you that credit is the lifeblood of business, the lifeblood of prices and jobs.
–Herbert Hoover

GLOBALIZATION

Our competition for American business is no longer in the next county or the next state, it's around the world. **–Karl Rove**

INNOVATION

No one can possibly achieve any real and lasting success or 'get rich' in business by being a conformist. **–J. Paul Getty**

KNOWLEDGE

There is no substitute for accurate knowledge. Know yourself, know your business, know your men.
–Lee Iacocca

If you don't understand the details of your business you are going to fail. **–Jeff Bezos**

The secret of business is to know something that nobody else knows. **–Aristotle Onassis**

Wise are those who learn that the bottom line doesn't always have to be their top priority.
–William Arthur Ward

PERSONAL LIFE

A man should never neglect his family for business. **–Walt Disney**

PRICE

I believe in the 'Wal-Mart' school of business.
The less people pay, the more they enjoy it. **–Garth Brooks**

PROFITS

Corporations are not in business to be social-welfare organizations; they are there to make money.
–Benjamin Carson

QUALITY PRODUCTS

You can hype a questionable product for a little while,
but you'll never build an enduring business. **–Victor Kiam**

REPEAT BUSINESS

Profit in business comes from repeat customers, customers that boast about your project or service,
and that bring friends with them. **–W. Edwards Deming**

All lasting business is built on friendship. **–Alfred A. Montapert**

SALES

All business success rests on something labeled a sale,
which at least momentarily weds company and customer. **–Tom Peters**

SERVANT LEADERSHIP

To command is to serve, nothing more and nothing less. **–Andre Malraux**

SIZE EQUAL SUCCESS?

If being the biggest company was a guarantee of success, we'd all be using IBM computers and driving GM cars. **–James Surowiecki**

STOCKS

If a business does well, the stock eventually follows. **–Warren Buffett**

STRATEGY

There are two ways to extend a business. Take inventory of what you're good at and extend out from your skills. Or determine what your customers need and work backward, even if it requires learning new skills. Kindle is an example of working backward. **–Jeff Bezos**

You read a book from beginning to end. You run a business the opposite way. You start with the end, and then you do everything you must to reach it. **–Jessamyn West**

It's better to take over and build upon an existing business than to start a new one.

–Harold S. Geneen

SUCCESS

Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers.

Finally, business is a cobweb of human relationships. **–Ross Perot**

The competitor to be feared is one who never bothers about you at all, but goes on making his own business better all the time. **–Henry Ford**

VALUE

I have always noticed that a man who gives the most for the money, gets the most business.

–Vash Young

For more wisdom about business, may I suggest:

- ▶ The Bible,
- ▶ An M.B.A., or if you don't have time or money,
- ▶ The Ten Day M.B.A.,
- ▶ Our business book, Building a Billionaire Business,
- ▶ Biographies of business icons (a Dan Doster recommendation), like John D. Rockefeller, Alexander Graham Bell, Warren Buffett, Walt Disney, Dale Carnegie, Thomas Edison, Henry Ford, Bill Gates, Howard Hughes, Lee Iacocca, Ray Kroc, John D. Rockefeller, Colonel Sanders, Donald Trump, Jack Welch, Mark Zuckerberg, etc.
- ▶ Library catalogues on business (read book summaries, then read chapter titles in the Table of Contents, if short of time),
- ▶ The Best Business Books of (year) series,

- ▶ Popular management books (mega church pastors often have a reading list—For details, **See:** WillYouLiveForever.org), or
- ▶ BrainyQuotes.com (on business).

OTHER BOOKS BY THE AUTHOR

We welcome you to inform yourself on some of the most important subjects of life—Religion, Politics, Business & Innovation. With that aim in mind, feel free to check out any of these helpful reads:

- **Wit & Wisdom: Don't Speak About Politics or Religion (A Voter's Manifesto)**

Our blockbuster live-tweeted book, that significantly changed American politics and Christianity from 2014 to 2018 (and which many of the world's VIP's have already seen written, and warmly received).

- **Dumb as a Donkey, Fat as an Elephant: Common Ground Through Common Sense for the Common Good**

Over **2,000** unique, new products ideas inside—**FREE!**

Our landmark book on how “We the people” can change Washington for the good (and to do good, both in policies and practice), using common sense to secure unifying solutions, efficiently and within budget.

- **The Way Things Ought To Be: A Global Vision for a Better World**

Over **500** unique, new products ideas inside—**FREE!**

Common sense solutions to most of the world's problems, both globally and domestically.

- **Building a Billionaire Business: Proven Principles to Propel Profits**

Over **500** unique, new products ideas inside—**FREE!**

Business and economy improvement primer, as well as aiding consumers and employees in maximizing their dollars earned and spent.

- **Design Your Future: Innovation Strategies for the 21st Century**

The ‘magic’ behind our over 4,700+ new product ideas (strewn throughout four books) is explained, including the *best speech* EVER to inspire and teach anyone (and any business) to become profitably innovative.

- **Practical Prophecy for an Unsuspecting World**

Over **500** unique, new products ideas inside—**FREE!**

Anyone interested in knowing the basics of coming/future world events will get simple explanations, as well as relevant predictions and trend analyses concerning prophecy timing.

- **Advanced Prophecy Handbook**

A more scholarly summary of most prophecy questions, including an encyclopedic covering of issues from A to Z, timetable and event detail explanations, etc.

- **Idioms for Innovators & Immigrants**

Anyone desiring to understand (or appeal to) America's pop culture, advertising and values, thousands of common expressions we use in everyday expression are defined in common usage.

- **The Gospel According to God**

The most thorough, Bible-based treatise on what it takes for a person to go to Heaven. Documenting and critiquing the two major views of the historic Lordship Salvation vs. Saviorhood Salvation controversy.

- **New Testament Color Charts**

These charts graphically explain the meaning and layout of God's latest Testament, using pictures, colors and text. It allows an easy understanding of context and perspective when studying the Bible.

- **Architecture Aficionado: How Anyone Can be Inspired to Admire (and Create) Architecture**

For an excellent summary of the most important topics of the Bible (which recently turned around a leading U.S. mega church), see our FREE web site, www.WillYouLiveForever.org

For a broad treatment of common sense, common ground solutions to politics-as-usual,
see our FREE website, www.AmericanAnswers.org