

HOW TO SUCCEED IN BUSINESS BY BREAKING ALL THE RULES

A Plan for Entrepreneurs

DAN S. KENNEDY

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MAIN IDEA

“Not only have I broken all the rules I learned about - I have broken rules I didn’t even know existed.” - Martin Scorsese

People love to look for rules of success in every human activity, in the hope that by obeying these rules, favorable results will be realized. Consequently, everyone churns out sets of golden rules and guidelines for success. Yet, it turns out that in almost every field, the rules turn out solely to express conventional wisdom, and you can actually achieve more by doing the opposite of whatever is conventional wisdom than you’ll ever achieve simply by following the masses.

Ultimately, there is actually only one rule that you need to know: Rules are made to be broken. Conventional wisdom just won’t help you if you want to live a life full of achievements and pleasure. You’ve got to be prepared to be a maverick, to go your own way and to look tradition square in the face and go in the opposite direction. That takes nerve, arrogance and an acceptance of responsibility for your own destiny, but ultimately it’s the only path to success beyond your greatest expectations.

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