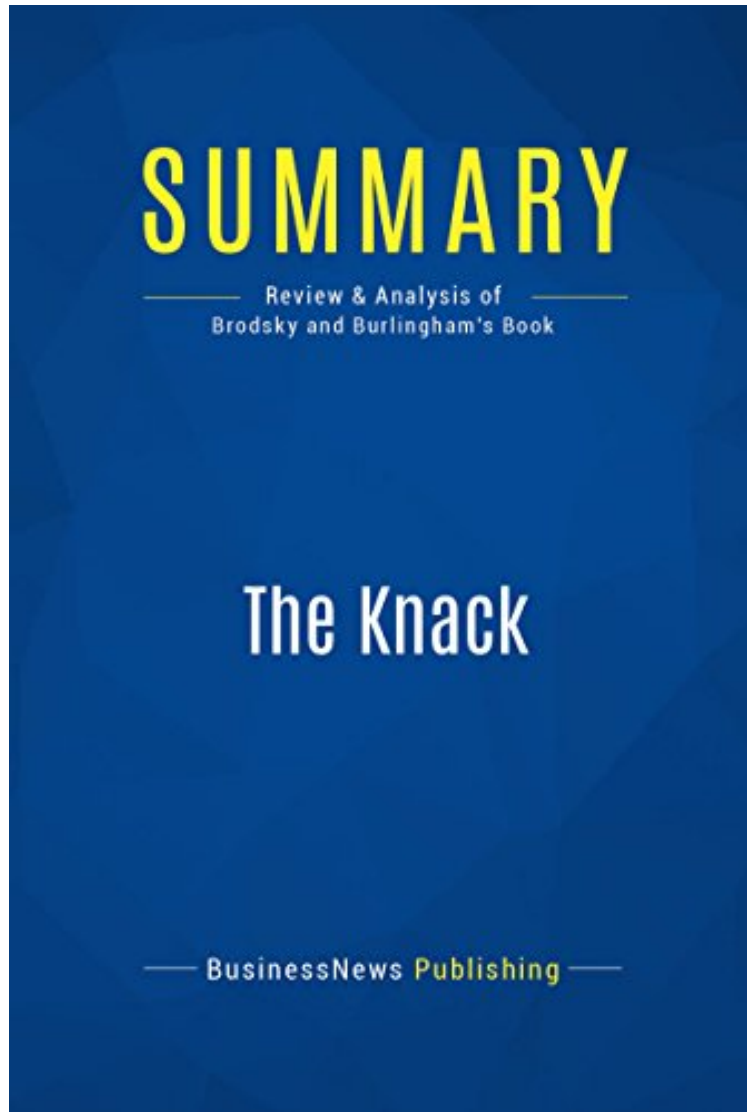


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The must-read summary of Norm Brodsky and Bo Burlingham's book: "The Knack: How Street-Smart Entrepreneurs

Learn to Handle Whatever Comes Up". This complete summary of the ideas from Norm Brodsky and Bo Burlingham's book "The Knack" shows how everyone wants to find a step-by-step formula or a specific set of rules that will guarantee success in business. However, no such thing exists. In their book, the authors demonstrate that, instead of trying to find a fail-safe success formula, you should focus on getting and maintaining the right mind-set. This summary reveals the true key to business success and how you can change your company's mind-set to become determined and dedicated. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

 To learn more, read "The Knack" and stop wasting your time trying to find a miracle formula and start developing the right mind-set for success.