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Biblical Secrets to Business Success: Newly Updated Edition

Bob Diener

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On the road to becoming a successful entrepreneur, Bob Diener confronted a lot of tough issues: how to treat employees, how to please customers, whether or not to cut corners, whether to follow the temptation of an unsavory deal… Although he had no formal business training, Bob found solutions to all these issues and reached the top using a simple strategy that is available to anyone. His secret? Careful study of “the best guidebook to running a successful business ever written”: the Bible. Difficult dilemmas become easy when viewed from the biblical perspective. “Our work is meaningless unless to do good,” counsels the Book of Ecclesiastes. Companies that abide by the Bible’s rules of business tend to be the ones that prosper long term. Companies that cheat their workers and partners, defraud their customers, and operate unethically don’t stay in business very long. You too can become a successful entrepreneur by following the tips, strategies, and biblical principles outlined in this exploration of best practices for market research, labor management, business negotiations, risk mitigation, watching the bottom line, and, perhaps most important of all, leaving a lasting legacy. Bob Diener and his partner David Litman created the company that became hotels.com, which pioneered hotel distribution online. When Bob and his partner took the company public in 2000, the stock price soared from $16 to $90 in one of the most successful IPOs ever. Having gone on to cofound getaroom.com, Bob is a familiar presence on national media outlets, offering his sage advice on the travel industry.

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