



# **The Martha Rules: 10 Essentials for Achieving Success as You Start, Build, or Manage a Business**

*Martha Stewart*

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## **The Martha Rules: 10 Essentials for Achieving Success as You Start, Build, or Manage a Business**

Martha Stewart

Martha Stewart is an undeniable force in the business world. One of the world's greatest entrepreneurs, she turned her personal passion into Martha Stewart Living Omnimedia, a billion dollar business. Now, for the first time, Martha Stewart shares her business knowledge and advice in this handbook for success. Tapping into her years of experience in building a thriving business, Martha will help readers identify their own entrepreneurial voice and channel their skills and passions into a successful business venture. Her advice and insight is applicable to anyone who is about to start or expand a venture of any size, whether it is a business or philanthropic endeavor, but also to individuals who want to apply the entrepreneurial spirit to a job or corporation to increase innovation and maintain a competitive edge. Featuring Martha's top principles for success, as well as stories and anecdotes from her own experiences, *The Martha Rules* is sure to appeal to business readers, fans, and anyone who admires her for her style, taste, and great advice-and who have great business ideas of their own.

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