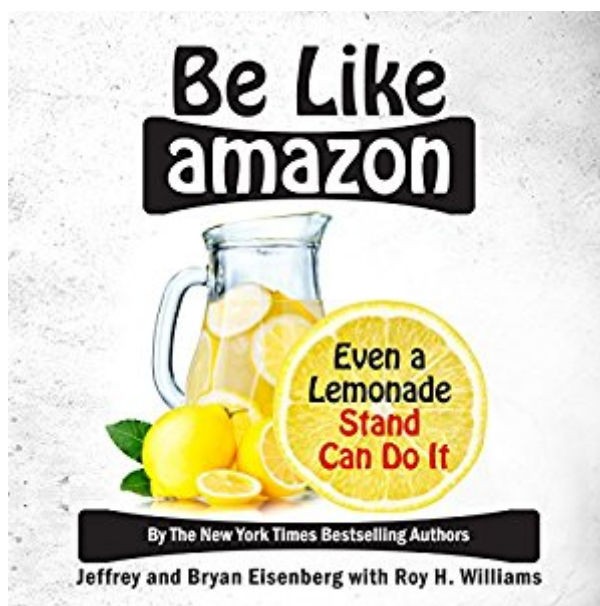


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# Be Like : Even A Lemonade Stand Can Do It



## Synopsis

You're on a road trip with an old man and a younger one. Business stories are told. Wisdom is revealed. A new perspective emerges. Companies like Costco and Kodak, General Motors and Walmart provide color and texture as they appear on the horizon and in the rearview mirror. Real companies. Real decisions. Real outcomes. Jeff Bezos and give this road trip its rhythm as the four pillars of their success are made plain. It's a wonderful success, easily repeated, even by a lemonade stand. But only if you understand the importance of the marshmallow.

## Book Information

Audible Audio Edition

Listening Length: 2 hours 23 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Wizard Academy Press

Audible.com Release Date: August 14, 2017

Whispersync for Voice: Ready

Language: English

ASIN: B074QV2XPX

Best Sellers Rank: #14 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #39 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #170 in Books > Business & Money > Marketing & Sales > Marketing

## Customer Reviews

This short book examines successful business and one common thread that makes them successful. This one thread is putting the customer's interest first even if costs the company more money in the short term. The author uses 's generous return policy as a key example. Another example is "no question asked" return policy from Costco along with their rock bottom prices. The writing is entertaining with a lot of numbers to back up the author's analysis. I found it interesting. Ali Julia review

This book outlines crystal clear principles for succeeding in any business. Good storytelling is so rare in business books, this one is not only a pleasure to read but it's packed with business altering insight, golden rules that some of the greatest businesses in the world have leveraged to grow. In the process of reading this book, I got a history lesson on how some great entrepreneurs found their

path, from Sam Walton to Jeff Bezos . Thanks Bryan, Jeffrey & Roy!

It doesn't matter that I've known Bryan and Jeffrey for a decade and a half. It doesn't matter that this book is written with gentle humor and a sweet smile. It doesn't matter that you can finish reading it on an airplane. What matters is that this book is packed with solid business smarts and specific instructions on taking advantage of insightful thinking, based on published examples. Read this book. Now. Seriously.

In business, you don't need to focus on one thing to become successful. You need four pillars to improve your company: customer centricity, continuous optimization, a culture of innovation and corporate agility. As always the Eisenberg's, have their own view and bring you immediately to the essence. The format, a road trip, is new. I loved it. Stuff to re-read!

This is the business book you've been wanting to read. Heck, it's like the business book I've been wanting to write. There's no textbook format here, it's just like eavesdropping on a conversation between an incredibly wise mentor and a young entrepreneur. You can be like , and this simple text explains how to get started.

Plus the book was very entertaining - I read it in one sitting. I was convinced that my customers would be delighted and my company would be very successful if my employees and I imbibed this approach and lived it.

The best business book I've ever read. Not only is it packed with principles every business needs to know, it's written in such an engaging style, you can't put it down. I'm now rethinking everything I do.

Super great read! This book is one you will want to refer back to again and again. If you want to start or grow a business this book is a must!

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