



Fast Company The Rules of Business: 55 Essential Ideas to Help Smart People (and Organizations) Perform At Their Best

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From *The Rules of Business*

Rule #1 The first rule of business is the same as the first rule of life: Adapt or die.

“What gets measured, gets done.”

—Peter Drucker

Rule #8 Nothing is more overrated than a new idea. Ideas by themselves are worthless. It’s what you do with them that matters.

“Bet on the jockey, not on the horse.”

—Malcolm Forbes

“Best practices usually aren’t.”

—Christopher Locke, co-author, *The Cluetrain Manifesto*

Rule #49 If it is not right, don’t do it; if it is not true, don’t say it.

“If you think you’re too small to have an impact, try going to bed with a mosquito in the room.”

—Dame Anita Roddick, founder, The Body Shop

In *THE RULES OF BUSINESS*, Fast Company’s renowned editor in chief, John Byrne and the writers and editors of Fast Company, distill the major ideas and principles of the world of business into fifty-five essential rules. These rules are elaborated on and enhanced by quotes and insights from over 200 business leaders, practitioners, and thinkers into what is sure to be an essential desk reference for managers, professionals, and executives-to-be.

Published on the tenth anniversary of the magazine, *FAST COMPANY’S THE RULES OF BUSINESS* features the essential principles behind today’s most important business topics, from customer service to innovation, from strategic thinking to leadership and management. The book introduces each category with a two-page commentary, and weaves two to four essential rules throughout every chapter. At the end of each chapter a boxed, bulleted “Fast Take” section gives readers specific takeaways they can use in their day-to-day work. The heart of each chapter, however, is the quotes and insights on the subject culled from the great minds in business, both living and historical—leaders and thinkers such as Machiavelli and Jack Welch, Adam Smith and his invisible hand and Tom Peters on marketing Me, Inc., Michael Porter on (what else?) strategy and A.G. Lafley, Jeff Bezos on the perils of hiring the wrong person and Bill Gates on the value of

information technology, Anne Mulcahy and Warren Buffett, and many more.

FAST COMPANY'S THE RULES OF BUSINESS is the ultimate desk reference.

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Stephen Ross:

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