

Los Osos Ya No Comen Salmón

The Bears No Longer Eat Salmon



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AUTUMN

2010

Season: AUTUMN 2010

This book is divided into one hundred short chapters, concise in style and comprehensive in content. In the words of the author: This book has not been written by an economist, or a researcher, or anyone who earns a living teaching business administration classes. This book has been written in equal parts by experience and curiosity. This book has been written by a businessman who questions everything. Are you sure that a business is created to make money? Are you sure that appearances deceive? Are you sure that it is inadvisable to do business with friends? Are you sure that failure is a sin? Are you sure that you can't own an idea? I am not attempting to teach you how to do business in this book, nor to make money, nor to recognise opportunity... I don't know anything about that. All that I seek for with this book is to teach you to learn.

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