

01

THE HIGHER LAWS OF
BUSINESS

YOU
GET
WHAT YOU
GIVE.

the
Great Game
of **Business**[®]
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02

THE HIGHER LAWS OF
BUSINESS

**IT'S EASY
TO STOP
ONE GUY
BUT IT'S
PRETTY HARD
TO STOP 100.**

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03

THE HIGHER LAWS OF
BUSINESS

WHAT
GOES
AROUND
COMES
AROUND.

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04

THE HIGHER LAWS OF
BUSINESS

YOU DO

WHAT

YOU

GOTTA DO.

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05

THE HIGHER LAWS OF
BUSINESS

YOU
GOTTA
WANNA.

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06

THE HIGHER LAWS OF
BUSINESS

YOU CAN
SOMETIMES

FOOL THE FANS

BUT YOU CAN

NEVER

FOOL THE PLAYERS.

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07

THE HIGHER LAWS OF
BUSINESS

WHEN YOU
RAISE THE
BOTTOM
THE TOP
RISES.

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08

THE HIGHER LAWS OF
BUSINESS

WHEN PEOPLE
SET THEIR
OWN TARGETS
THEY USUALLY
HIT THEM.

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09

THE HIGHER LAWS OF
BUSINESS

**IF NOBODY
PAYS ATTENTION
PEOPLE
STOP CARING.**

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10
THE HIGHER LAWS OF
BUSINESS

CHANGE BEGINS
AT THE TOP

OR AS WE SAY IN MISSOURI

\$#!T ROLLS

DOWNHILL.

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THE HIGHER LAWS OF
BUSINESS

The Ultimate Higher Law

**WHEN YOU APPEAL
TO THE HIGHEST
LEVEL OF THINKING
YOU GET THE
HIGHEST LEVEL
OF PERFORMANCE.**

the
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of **Business**[®]
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