



Benjamin Franklins "Der Weg zum Reichtum": 52 brillante Ideen für Ihr Business (Business Classics) (German Edition)

Steve Shipside

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Was wir von großen Denken lernen können

Der "Weg zum Reichtum" von Benjamin Franklin, einem der Gründerväter der Vereinigten Staaten, gilt als einer der unterhaltsamsten und berühmtesten "Ratgeber", die wir in der Literatur finden können. Seit seiner Erstveröffentlichung in den 1750er Jahren haben Millionen von Unternehmern und Führungskräften sich von diesem Klassiker inspirieren lassen. Seine Lebensweisheiten prägen bis heute unsere Kultur und unser Weltverständnis: Early to bed and early to rise makes a man healthy, wealthy and wise / Nothing but money is sweeter than honey / One today is worth two tomorrows.

Steve Shipside hat 52 der Franklinschen Weisheiten aufgegriffen und in den heutigen Kontext gestellt. Seine Interpretation soll nicht das Original ersetzen, sondern die Zeitlosigkeit von Franklins Gedanken unterstreichen und uns die Lektüre des Klassikers schmackhaft machen. Und dies am besten gleich heute, denn: Have you somewhat to do tomorrow, do it today.

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