



A Joosr Guide to... Business Adventures by John Brooks: Twelve Classic Tales from the World of Wall Street

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When it comes to business, some people seem to forget all about ethics. Explore why people behave the way they do in business, and how this human element can make business events somewhat easier to predict.

Business Adventures is a collection of major business stories from the 20th century, which are still remarkably relevant today. John Brooks explains the forces that drive people in the business world and what causes them to act the way they do on a fairly consistent basis. He explains that it is the human element of the corporate world that causes it to be in constant flux, and proves that the only way to achieve success is to have the right people in the right places.

You will learn:

- Why greed usually causes people to make grave business mistakes
- How research and technology has changed the face of the business world
- How you can use business to make the world a better place.

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