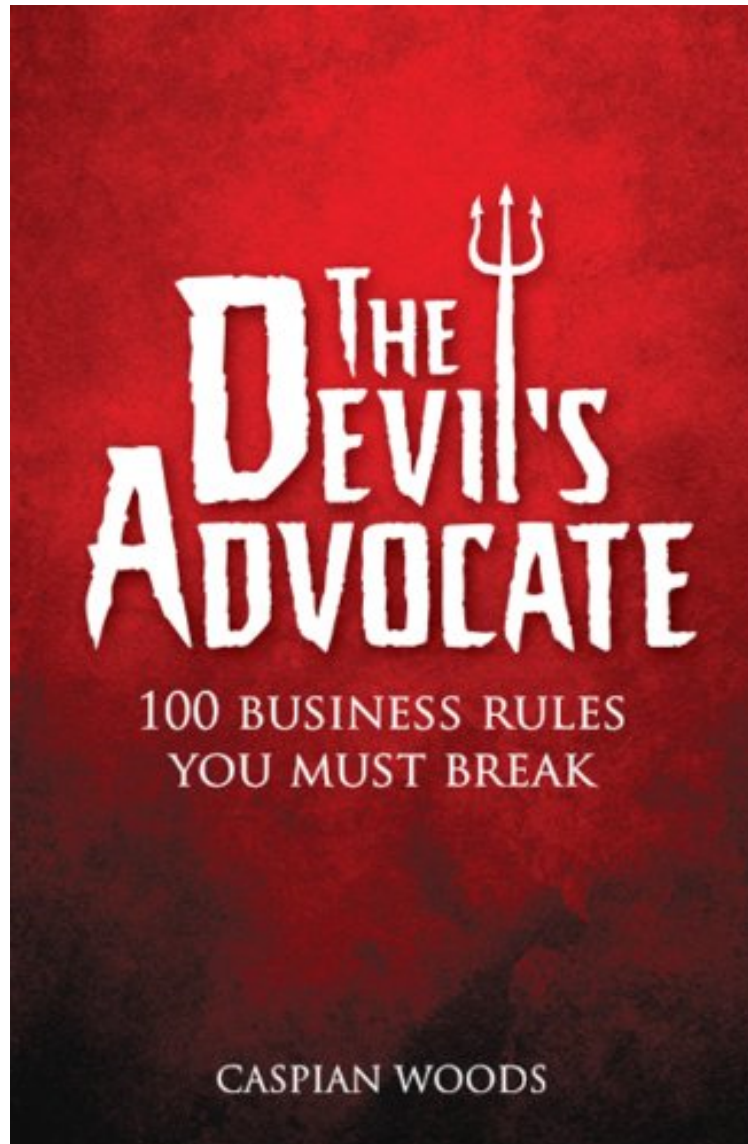


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## The Devil's Advocate: The 100 Commandments You Must Break in Business

*Caspian Woods*

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**Caspian Woods : The Devil's Advocate: The 100 Commandments You Must Break in Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Devil's Advocate: The 100 Commandments You Must Break in Business:

0 of 0 people found the following review helpful. Easy read with plenty food for thoughtBy William LowdenAs with his 'From Acorns' which I read a few years back, this is done with a light touch, but there is a lot of good sense in here.

A lot of the entries appear essentially to be common sense but if you think about them in relation to your own business there is plenty of food for thought. It's a quick read but I finish a lot of business books because I think I ought to - with this one I wanted to.

Welcome to the future of business thinking. It dares to confront everything you thought was true. It'll challenge the so-called rules, dispute the perceived wisdom and turn that traditional, tired business advice completely on its head. Meet The Devil's Advocate. And whether you're new to business, an experienced senior executive or a budding entrepreneur, this fast and focused, clever little book, packed with empowering business advice and sharp insights, will help you carve a smart-thinking strategy for business success.

From the Back Cover If success in business was as simple as following the commandments laid down over the last few hundred years then why aren't all businesses created equal? The simple truth is that the winners are bending the rules that the rest of us so diligently follow. Their willingness to go against the grain, take short cuts and challenge conventional wisdom is what makes them stand out, get noticed and grab the advantage. And that's that unconventional, sometimes counterintuitive wisdom that this book offers. It doesn't have all the answers (who does?) and it will not make you a millionaire. But it will sharpen your maverick mind and challenge you to think twice before you follow the received wisdom. It will hone your instincts so that you can spot the opportunities the rest of the frenzied herd just galloped past, avoid the pitfalls others merrily plunge into and give you the courage to carve your own path to business success. About the Author Caspian Woods is a successful entrepreneur and author. His business works with the world's leading financial institutions like HSBC, Santander, Lloyds and RBS, creating imaginative and successful cross-media content for magazines, ezines, apps and websites. He has also worked as a columnist and is a regular in the speaker circuit.