



# How to Ruin a Business Without Really Trying: What Every Entrepreneur Should Not Do When Running a Business

*M. J. Gottlieb*

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When life hands you lemons what do you do? Well complaining certainly doesn't help anything, and nobody really listens anyway. Truth is, most successful people have failed their way to the top. For every successful person that you see, what you don't see is the trail of bankruptcies, failed partnerships, and pricey mistakes that made them who they are today. So does that mean every entrepreneur has to go through the same horrors, heartaches and pain? Is there any way to avoid this?

Well one way is to learn from the experiences of others. . .

MJ Gottlieb's *How To Ruin A Business Without Really Trying* takes a new and exciting approach to help entrepreneurs by telling them what "not" to do. The book uses fifty-five painstaking, yet hysterical tales throughout MJ Gottlieb's 21-year journey as an entrepreneur to highlight some of the most prevalent and destructive mistakes entrepreneurs make when running a business today.

Truth-be-told, entrepreneurs simply do NOT like to be told what to do. Learning from the mistakes of others however, takes the ego out of the equation so entrepreneurs can learn objectively, while still allowing them to enjoy the freedom of their own experience.



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