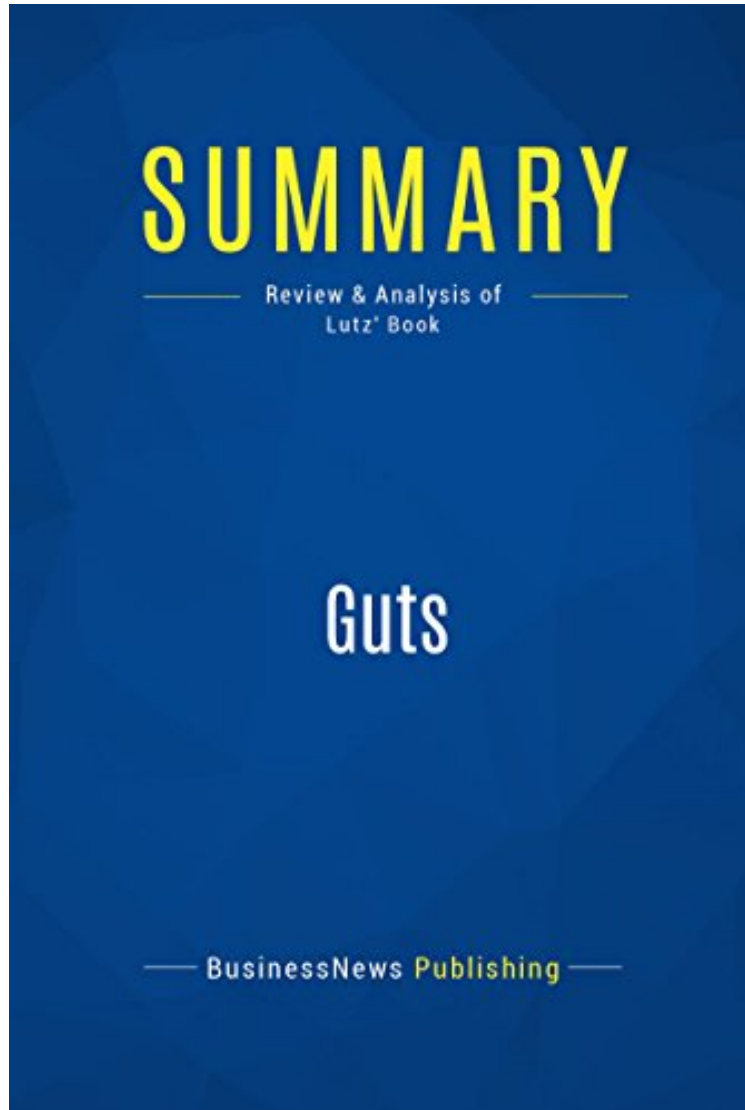


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The must-read summary of Robert Lutz's book: "Guts: The Seven Laws of Business that Made Chrysler the World's Hottest Car Company". This complete summary of the ideas from Robert Lutz's book "Guts" shows how in business, as in most of life's endeavours, you can't really separate the rational from the emotional, or the left-brain logical approach from the right-brain creative approach. In his book, the author explains that the main aim of business is to serve

people's needs - although those people do not always act rationally. In fact, they are like a mass of contradictions, paradoxes and emotions. Therefore, the key to prosperity lies in accepting your fate and making the most of it. This summary presents Lutz's seven laws of business, demonstrating how they can be applied to create a successful company. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge**. To learn more, read "Guts: The Seven Laws of Business that Made Chrysler the World's Hottest Car Company" and discover the key to meeting the needs of your customers and achieving success.