



In God We Trust: Everyone Else Pays Cash: Simple Lessons From Smart Business People

Gene Marks

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In God We Trust: Everyone Else Pays Cash: Simple Lessons From Smart Business People Gene Marks 3rd Edition! As seen in Business Week, American City Business Journal, and Forbes magazines, this funny and insightful collection of Gene Marks' popular columns teaches: -how one business person generates more leads through social networking; -what Paris Hilton knows about successfully negotiating and starting up a business too; -why some bonus plans work and others fail; -where one smart business person goes to reduce her travel costs; -how Jessica Alba's recent credit crisis affects us all; -how flatulence became gold for one successful entrepreneur; and much more!

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