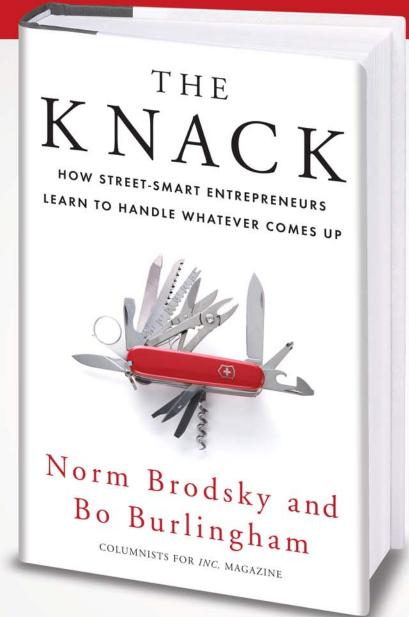
"Norm Brodsky has been an entrepreneur for thirty years, and he has the street smarts to prove it."

-Ari Weinzweig, CEO, Zingerman's Community of Businesses



"Fact: The world does not need another book on starting a business. Fact: The world does need *The Knack*. One is tempted to say 'the only book you'll need on starting a business.'

Brilliant! Genius! Choose your superlative—it'll fit." —Tom Peters

"As an entrepreneur you either get street-smart or you get eaten for lunch. *The Knack* is the 'tell it like it really is' **SUCCESS**

manual for anyone with entrepreneurial dreams."

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The knack isn't taught at business schools. Norm learned it the hard way, by running eight successful startups. Now you can get the knack too.



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