



# **Summary : Profits Aren't Everything, They're The Only Thing - George Cloutier: No-Nonsense Rules from the Ultimate Contrarian and Small Business Guru**

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**Summary : Profits Aren't Everything, They're The Only Thing - George Cloutier: No-Nonsense Rules from the Ultimate Contrarian and Small Business Guru** BusinessNews Publishing

**Complete summary of George Cloutier's book: "Profits Aren't Everything, They're the Only Thing: No-Nonsense Rules from the Ultimate Contrarian and Small Business Guru".**

This summary of the ideas from George Cloutier's book "Profits Aren't Everything, They're the Only Thing" shows that if your business is struggling to make money in the recession, it is due to the fact that you're just not doing what you know you should be doing. That's good news because it means you can fix things by facing up to some uncompromising and tough truths. In his book, the author recommends that businesspeople "put profits first". This summary presents 15 Profit Rules that you must apply with passion and commitment, in order to achieve success in the future.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "Profits Aren't Everything, They're the Only Thing" and find out what you need to start doing today in order to achieve success in the future.**

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