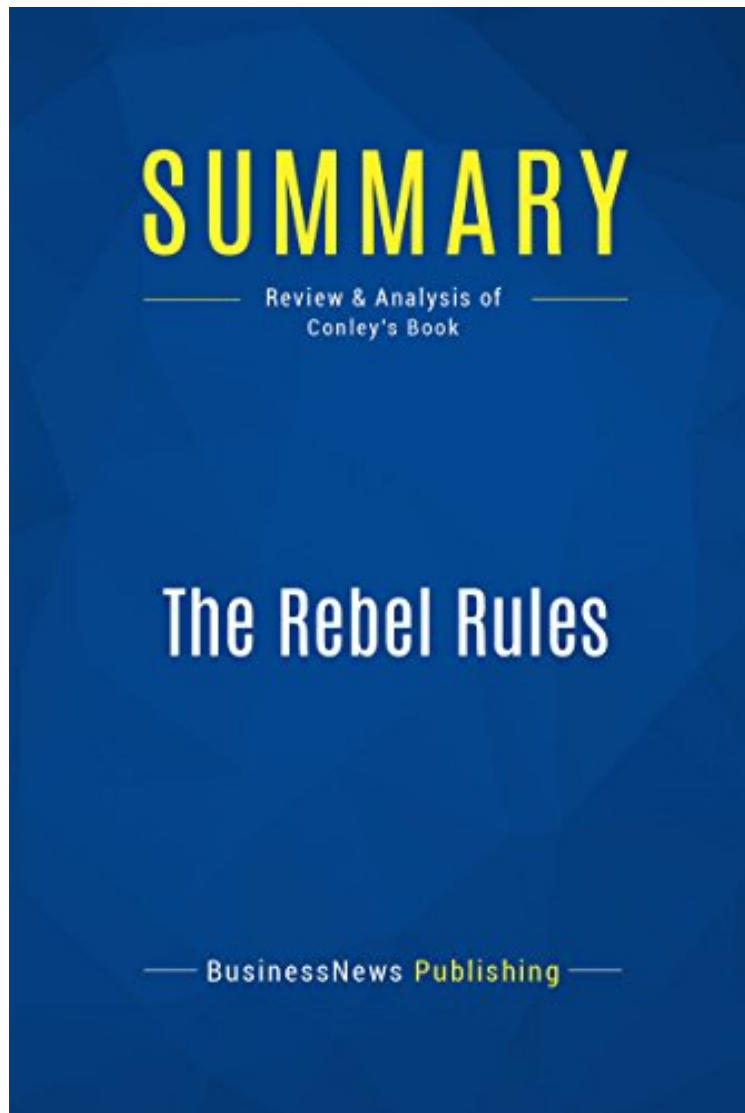


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The must-read summary of Chip Conley's book: "The Rebel Rules: Daring to Be Yourself in Business". This complete summary of the ideas from Chip Conley's book "The Rebel Rules" shows how today's rebel entrepreneurs are those who start new companies that break the established rules. In his book, the author explains that you do not necessarily

have to conform and do what everyone else has done in the past to succeed. Chip Conley analyzes four personality traits that those who succeed against conventional wisdom have in common. This summary will help you gain the confidence you need to become a business rebel and start succeeding on your own terms. Added-value of this summary: Save time; Understand key concepts; Expand your business knowledge To learn more, read "The Rebel Rules" and find out how you can develop the qualities that will make you more competitive on the market.