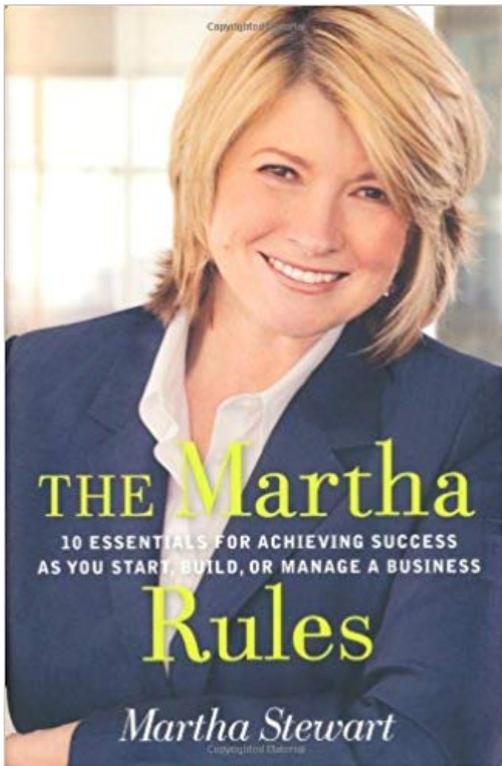


The Martha Rules: 10 Essentials for Achieving Success as You Start, Grow or Manage a Business *by* Author



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Reviews of the **The Martha Rules: 10 Essentials for Achieving Success as You Start, Grow or Manage a Business** *by* Author

Nagis

This is a great book for anyone starting, building or managing a business. Martha Stewart gives some important advice, peppered with anecdotes gleaned from her experience as a very successful businesswoman.

I absolutely love the way she is positive about everything, even her past incarceration. She finds an optimistic way to look at even negative events - learning from each experience and rising from the

worst events as an even stronger entity.

Whether you are an experienced entrepreneur or just starting out on your journey, you need to read this book and soak in all of the wisdom it contains.

Saberdragon

The book is a useful read for anyone considering starting a business or who already has a business but could use some good, solid advice on how to be successful in all aspects of their growing business. Her tips are current and presented in a clear, concise & logical - albeit dry - manner. She toots her own horn a bit - but let's face it, she's earned it! It isn't that she comes across arrogant, maybe more of an unapologetic confidence; which, again, she has more than earned. Her confidence and unwavering belief in herself has made her the billionaire head of a media empire. It is refreshing to hear her discuss her failures & difficulties along the way to building her MSLO brand. This is a woman who started with a seed of an idea & confidently & methodically moved forward, undaunted by the hard work required & the road blocks encountered. Unlike many business books out there she doesn't tout a get rich quick while working from the Caribbean model. She presents a research, learn, work hard, invest in yourself & your business platform. She isn't about get rich quick, but rolling up your sleeves & building a successful business.

Togar

This is in no way an academic business book, but that's not what it purports to be. The chapter titles are her 10 Rules and they're all pretty much common sense. Her personal examples illustrate how these Rules are used to make decisions -- especially in a start up business. The big take away is when you see how she applied these common-sense rules and how they're manifested in her corporation.

Martha Stewart has been successful. She's overcome adversity, dealt with it, and used it to her advantage. Martha Stewart Living Omnimedia was able to continue in her absence because she built the businesses in a manner consistent with her 10 Rules.

Sometimes I think her personal examples come across as boasting, but as Sparky Anderson (I believe) said, "It ain't bragging if you can do it." And obviously, the book is read because Martha Stewart wrote it, and she's done it.

I realized the value of paying attention to her philosophy when she wrote early in the book: "I did not start an omnimedia company in my kitchen at Turkey Hill; I started a catering company." And then near the end she summarizes how the elements were combined "To build a brand" and not just to own a business." Keep this theme in mind when you read this book.

Enone

Martha shares her simple common sense approach to success. Simple maybe, but it's how you apply these "rules" that count. As usual she boils it down to its simplest form. Makes you wonder why didn't I think of that? Isn't that what all good teachers do so well?

Vijora

There is much wonderful detail in this book for those who are interested in developing a business as well as those who are already in business. Ms. Stewart includes numerous examples from her own experiences as well as "case histories" of other successful businesses. Creating and running a business is not always a smooth endeavor; thus, Martha also discusses how certain business owners often have successfully risen to challenge after challenge.

The ten Martha rules are explained at length, each with its own chapter, and I would defy anyone to say they've read the book and haven't come away with a number of excellent ideas. This is a "must read" and I highly recommend it.

Flamekiller

Believe it or not, I bought this book after meeting Martha herself at an event in NYC. She suggested

it after a question I asked her regarding advice for female entrepreneurs. This is a great book if you're interested in facts about Martha's life... as she references real examples about her own experiences throughout every chapter. I myself am in the second stage of my entrepreneurial journey, as I already have a new business in place and know the general outline of how and what I wish to achieve. I believe this book is particularly helpful for those on the starting line that need some inspiration and guidance about how to begin. Overall, an easy and quick read with solid advice for anyone looking to pursue their dreams!

Doomwarden

I recently purchased the Martha Stewart book, 'The Martha Rules'. And I am feeling it. As a small business owner, her book opened my eyes to some things I should do as well as what I am doing (and doing right by the way). I now realize that the only difference between me and the larger companies is just size. My company is an internet bakery. This is a good investment. It's a good hardcover which I like. The book arrived in excellent conditions and it's a really interesting read with good tips for the future.

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