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The Money Is in Serving Others, Not in Helping Others: Vol. 28 in the Sub 4 Minute Extra Mile Series (Paperback)

By Ted Ciuba PhD

Createspace, United States, 2013. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****. There's a market for everything, but not all markets are created equal. Recently I went to a food court with several members family members. I went for the vegetarian choice, sauntered straight up to the front of the counter, placed my order, and received my healthy meal. I was their market. Meanwhile, the line with grilled chicken and beef had over a hundred people in it. My other family members were in that line. I had a lot of free time waiting on them, and I mused. Are you in business to support a cause or to maximize your honest profits for the time and resources you invest? You may or may not believe in the high-cholesterol, high-fat content, salty, greasy, empty calorie diet that's just sliding people down the road to heart, kidney, liver, and you-name-it problem. But what do people buy? What do people want to buy? As a merchant, you should take up the mantle of being a merchant, delivering to people what they want to buy. Sure, you know they would be...



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