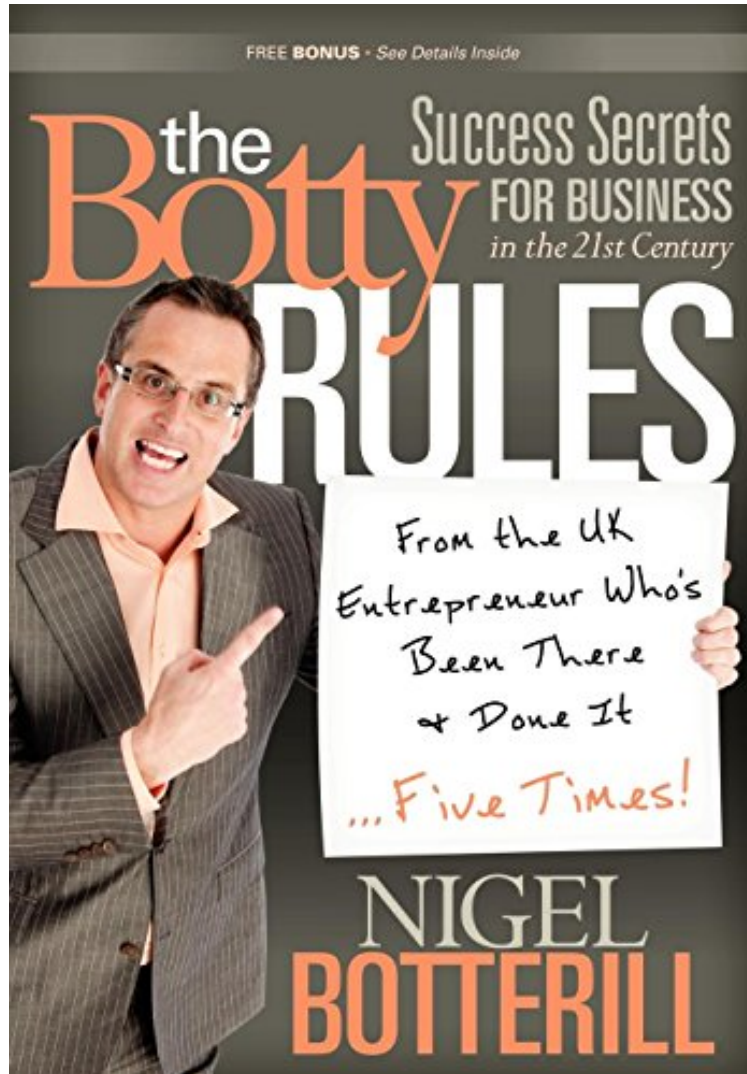


The Botty Rules: Success Secrets for Business in the 21st Century

Nigel Botterill

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Nigel Botterill : The Botty Rules: Success Secrets for Business in the 21st Century before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Botty Rules: Success Secrets for Business in the 21st Century:

Nigel Botterill had a successful corporate career. Big six figure salary, bonuses, the works. Then, one day in November 2002, a meeting didn't quite go to plan. He found himself out of a job and, on the way home to tell his wife the news, he took the decision to never be employed ever again. "Botty Rules" is the story of what happened next. How, after several false starts, Nigel has built a multi-million pound business empire from scratch, with five separate

brands. This fascinating tale is a roller-coaster ride of what it takes to achieve real entrepreneurial success in 21st century Britain. The story is peppered with Botty Rules--the simple but powerful lessons that Nigel has learned along the way, sometimes painfully, but which collectively are a complete blueprint for success for any business owner or entrepreneur who is serious about making it big in the new economy. Straight-talking, disarmingly honest, and packed with practical tips and help for any business owner. "The Botty Rules" is probably the most useful--and entertaining--business book of the year!

"What I loved about this book is that there's no namby pamby fluffy stuff. It's real practical business advice with simple ideas that you can put into action. Through telling his own story Nigel cuts to the chase and challenges your thinking as a business owner and helps you focus on the right things. I not only learnt loads--I enjoyed it too" --David Gough, Broyce Control, Wolverhampton "The 'Botty Rules is like an entire Business School in one volume. Real practical advice from someone who has been there and done it. I learnt soooooo much. It was a kick up the ass as well!" --David Costa, Flowers Unlimited, Brighton "If you're in business you'd be stupid not to read 'The Botty Rules'. It's inspirational, educational and bloody useful. Loved it." --David Robinson, Up the Garden Path, Lichfield