

THE BOOK OF BUSINESS

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649465897

The Book of Business by Elbert Hubbard

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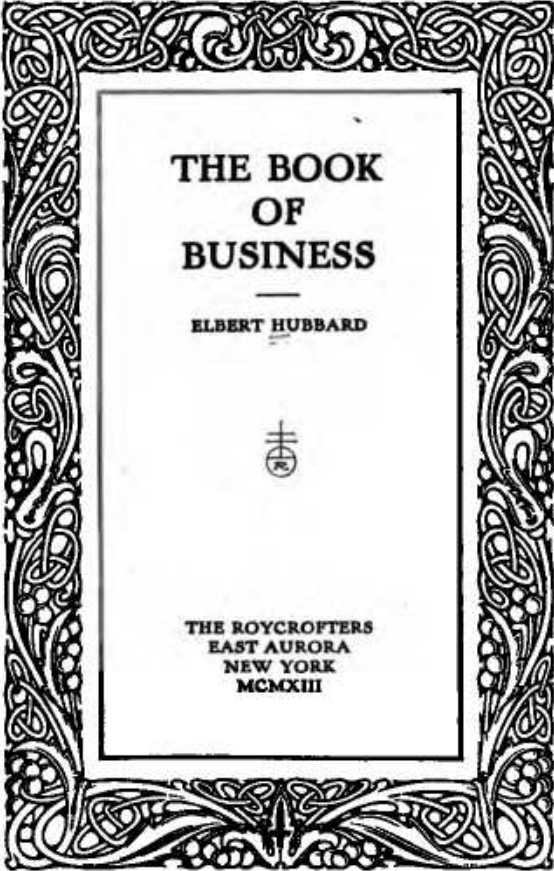
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ELBERT HUBBARD

**THE BOOK
OF BUSINESS**



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**THE BOOK
OF
BUSINESS**

—
ELBERT HUBBARD



**THE ROYCROFTERS
EAST AURORA
NEW YORK
MCMXIII**

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By Elbert Hubbard



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THE SALESMAN'S CREED



BELIEVE in myself.

I believe in the goods I sell.

I believe in the firm for which I work.

I believe in my colleagues and helpers.

I believe in American Business Methods.

I believe in the efficacy of printers' ink.

I believe in producers, creators, manufacturers, distributors, and in all industrial workers of the world who have a job and hold it down.

I believe that truth is an asset.

I believe in good-cheer and in good health ; and I recognize the fact that the first requisite in success is not to achieve the dollar, but to confer a benefit, and that the reward will come automatically and as a matter of course.

I believe in sunshine, fresh air, spinach, apple-sauce, laughter, buttermilk, babies, bombazine and chiffon, always remembering that the greatest word in the English language is " Sufficiency."

¶ I believe that when I make a sale I must make a friend.

And I believe that when I part with a man I must do it in such a way that when he sees me again he will be glad—and so will I.

I believe in the hands that work, in the brains that think, and in the hearts that love.

Amen, and Amen !