

**Lessons Learned  
in 40 Years of  
Business Building**

1. Enjoy your one trip around the track of life – go for the gusto
  2. The joy of life is in the struggle
  3. Be a builder
  4. Prepare to be lucky – “Fortune favors only the prepared mind”
  5. Be a persistent optimist – “There is no such thing as can’t – only won’t”
  6. You can only make some of the people happy some of the time, and that’s enough
  7. Develop a sustainable, competitive advantage and leverage it
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