



Business Brilliant: Surprising Lessons from the Greatest Self-Made Business Icons

By Lewis Schiff

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In *Business Brilliant*, Lewis Schiff combines compelling storytelling with ground-breaking research to show the rest of us what America's self-made rich already know: It's synergy, not serendipity that produces success.

He explodes common myths about wealth and explains how legendary entrepreneurs such as Richard Branson, Suze Orman, Steve Jobs, and Warren Buffet have subscribed to a set of priorities that's completely different from those of the middle class.

Schiff identifies the seven distinct principles practiced by individuals who may or may not be any smarter than the rest of the population, but seem to understand instinctively how money is made. This guide also reveals how these business icons excel in areas of team building, risk management, and leadership development to accumulate their wealth.

He offers a practical four-step program, from choosing one's livelihood and pinpointing skills to focus on, to negotiating job terms and salary, in order to bring upon greater success.

Business Brilliant by Lewis Schiff, coauthor of *The Middle Class Millionaire: The Rise of the New Rich and How They are Changing America* and *The Armchair Millionaire*, can help you can achieve better results in your business and in your career.

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Editorial Review

Review

“Having started Edible Arrangements, an international franchise with more than 1,000 stores, I know that the more “business brilliant” my franchise partners are, the more likely they are to build hugely successful stores. I wish I had read this book a decade ago.” (Tariq Farid, Founder and CEO, Edible Arrangements)

“Whether you are starting a new business or navigating your career, conventional wisdom doesn’t get you very far. Lewis Schiff clearly outlines the true characteristics of success I wish I had read *Business Brilliant* 25 years ago when we started The Brooklyn Brewery.” (Steve Hindy, Founder and President, Brooklyn Brewery and co-author of *Beer School*)

“An engaging look at ‘realigning our career-development practices with the world we live in today’ ... intriguing, different kind of take on the self-help moneymaking genre.” (Kirkus)

“Schiff builds his narrative on solid evidence, including research data comparing and contrasting the self-made person with the usual middle class.” (Booklist)

“...Schiff offers useful insights such as ‘people who are the most brilliant at business are also those who fail most often,’ and urges readers to understand that ‘failure can be good.’” (Publishers Weekly)

From the Back Cover

Ask a member of the middle class what it takes to become wealthy, and she'll tell you it takes a bold new idea. Tell that to a self-made millionaire, and he'll vehemently disagree. What explains the difference in mind-set between the self-made wealthy and the rest of us? It's not what you think, as journalist and entrepreneur Lewis Schiff convincingly illustrates through groundbreaking research and compelling storytelling.

For decades, the middle class has believed that the road to success meant working hard and playing by rules passed down from previous generations. But as the 2008 economic crisis has made clear, the old rules no longer apply. While household net worth has declined for most, self-made business leaders—entrepreneurially minded individuals born into the middle class who have accumulated significant wealth—have prospered. What makes these have-mores financially successful while the rest of us have never felt more uncertain about our professional and financial futures?

In *Business Brilliant*, Lewis Schiff reveals the eye-opening findings from a national survey of middle-class workers and self-made millionaires, offering practical guidance to show the rest of us what America's self-made rich already know. Through his research, he holds a mirror to our most commonly held beliefs about success and then reveals the truth about how wealth is really created by surveying the truly wealthy. In doing so, he explodes the conventional wisdom and identifies the distinct principles practiced by individuals who may or may not be any smarter than the rest of the population but seem to understand instinctively how money is made. They don't employ business-as-usual practices; they adopt a "Business Brilliant" mind-set. The book illustrates how these self-made millionaires choose their careers, negotiate to win, and leverage social networks to accumulate their wealth.

Schiff argues that it is the synergy behind seven uncommon practices, not serendipity or luck, that produces success. He offers a practical four-step program anyone can follow to position themselves to succeed more often and a roadmap to compare your own Business Brilliance to the executives and entrepreneurs who have successfully navigated our rapidly changing economy. While *Business Brilliant* doesn't promise to make you rich, it can help you achieve better results in your career and accumulate wealth faster.

About the Author

Lewis Schiff is the executive director of Inc. Business Owners Council, a membership organization for *Inc.* magazine's top entrepreneurs and owners of closely held family businesses, and maintains a blog about behavioral entrepreneurship on Inc.com. Schiff has coauthored two books: *The Influence of Affluence: The Rise of the New Rich and How They Are Changing America*, which charts the rise of America's growing affluent middle class through original research and analysis, and *The Armchair Millionaire*, which describes a wealth-creation system that leverages Nobel Prize-winning methodologies.

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Louis Watson:

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