

Booklist

Advanced Review – Uncorrected Proof

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Make Your Own Rules: A Renegade Guide to Unconventional Success.

Rogers, Wayne (Author) and Young, Josh (Author)

Feb 2011. 224 p. AMACOM, hardcover, \$23.00. (9780814416570). 650.1.

Rogers, entrepreneur extraordinaire, recounts the lessons he learned that ensured his success in numerous businesses over 40 years, with the central theme that he had no prior experience in any of those fields. His approach, therefore, was creative rather than administrative since he had no well-accepted rules to follow and lacked both a supposed roadmap to success and a “we’ve always done it this way” mentality. The authors cover topics that include how to compete in our monopolistic environment—e.g., big government with regulations, big banks with all the money, and big corporations with political influence—the value of creativity, which means imagination plus reason (but without fantasy) and curiosity, or fostering an inquisitive mind to keep learning; how to be well prepared by doing your homework and seeking out customers for advice; and always being passionate about your work. The authors quote Eric Hoffer, longshoreman philosopher: “man is most uniquely human when he turns obstacles into opportunities.” Thoughtful advice for current and aspiring entrepreneurs.

— *Mary Whaley*