

Business Fundamentals: How to Become a Successful Business Man

By Roger W. Babson

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Babson, famed statistician, highlights the fundamental laws at play in the business and financial world that can be used as business tools. By applying the laws he describes, one may solve financial difficulties and achieve success (depending on the skill with which one uses the laws). Beginning with “The Use of Statistics,” Babson addresses the general trends of economic conditions to forecast business conditions and guide investments. Additional chapters include “Managing Men, and Economic Law,” “Financial Independence,” and “Successful Speculations.”

Babson College Archives copy: Purchased by the Babson Park Institute in 1924, accession number 1357

Signed by Roger W. Babson

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