Against The Grain: How To Succeed In Business By Peddling Heresy

Joel M. Stern; Irwin Ross

The Value Mindset: Returning to the First Principles of Capitalist. Jul 11, 2011. The unique story of a business heretic and his concept of Economic Value Added (EVA) In Against the Grain, Joel Stern shares for the first time how to succeed in business by peddling heresy against the grain. Against The Grain: How to Succeed in Business by Peddling Heresy is a first-hand account of Joel Stern's success as a business heretic and his concept of Economic Value Added (EVA).

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