

BUSHIDO BUSINESS

THE FINE ART OF THE
MODERN PROFESSIONAL



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KIMBERLY LAW



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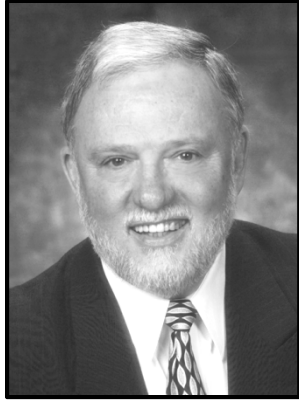
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Disclaimer: This book is a compilation of ideas from numerous experts who have each contributed a chapter. As such, the views expressed in each chapter are of those who were interviewed and not necessarily of the interviewer or Insight Publishing.

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The interviews found in this book are conducted by David Wright, President of ISN Works and Insight Publishing

You might not have heard the term “bushido” before. *The American Heritage Dictionary* defines it as: “the traditional code of the Japanese samurai, stressing honor, self-discipline, bravery, and simple living.” I heard the term and thought that these principles are very applicable to achieving success in business as well as in life. I wanted to find people who exemplify and practice the concepts of the bushido code and in this book, I think you will see that I achieved my goal.

If we conduct our lives and our businesses from bushido we will achieve the kind of success that is sought by most and achieved by few.

I asked probing questions including: How does bushido apply to your business? What is your most important bushido business message? Some define bushido as “way of the warrior,” how do you grow your business as a warrior? If I came to you and said I want to become an outstanding leader, where would you start? These and many other questions brought interesting, thoughtful, and sometimes surprising answers.

The concepts in this book are worth investigating. I think you will find these authors present a new dimension and a fresh insight to the meaning of success and how to achieve it—all based on bushido principles.

DAVID E. WRIGHT, PRESIDENT
ISN WORKS
& INSIGHT PUBLISHING

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