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Horse Sense: The Key to Success Is Finding a Horse to Ride

Al Ries, Jack Trout

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In "Horse Sense", the authors convert their marketing principles into personal principles and pitch their book at a wide range of general readers who want to succeed - whether in their careers or in their personal lives. Many people assume that success in life involves "trying harder". Nothing is further from the truth. The most successful people are those who "find a horse to ride": the one idea, the one company, the one thing, or even the one person that can propel them to the top. How to go about finding the "horse" is the subject of this book.