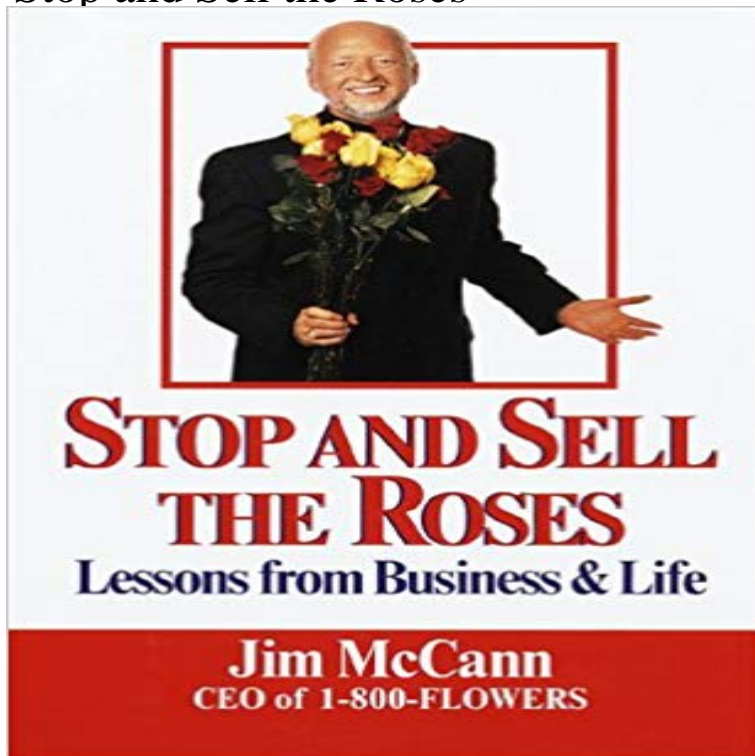


## Stop and Sell the Roses



Lessons from Business and Life Everybody knows Jim McCann. Hes the flower guy, the CEO of 1-800-FLOWERS, who appears in all those terrific television ads. McCann is actually a unique corporate leader who in less than a decade took his company from the verge of bankruptcy to a \$300 million business that ranks as the worlds largest florist. Now in this upbeat, engaging book, McCann tells the amazing story of how he bootstrapped his way to phenomenal business success--and how you can do it too. Forget the hard sell, the killer instinct, the power suit, and the iron handshake. If you want to make a business take off these days, you need to base it on relationships--warm, real, human contact with the people you work with and sell to. McCann says it best: Like all human relationships, business involves a need to make contact. Satisfy that need and the money will follow. In Stop and Sell the Roses, McCann shares the secrets he learned along his unique road to success, a journey that began in one of New Yorks toughest neighborhoods and resulted in a multimillion-dollar business. Learn from McCann how to: Build invaluable loyalty through emotional bonds Pick the technology that frees up your creative time Harness the awesome power of the brand Prepare for crunch times and stay tough when business is slow Make money on the Internet by reaching beyond the computer screen Hire passionate people Leap-frog from job to job with an eye to your long-term success And much more! Funny, insightful, brimming with McCanns irresistible wit and street-smart wisdom, this is a business book like no other youve ever read--a book that will make you laugh as it gives you the tools you need to build your own winning business today.

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