The Hasidic Masters’ Guide To Management

Moshe Kranc
(Jerusalem, Devora Publishing, 2004)
#1: DISCOVER NEW WELLS!
“Baby Boomer Generation”

- Will inherit 81.4 trillion dollars
- Will average $300,000 per household

*Forbes*, April 11, 2011
In the next 10 years:

10 million new millionaires will be created - 3,000 every day!

Bottom Line, Summer, 2013
#2: APPEAL TO THE HEART!
“I have learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou
#3: BE THANKFUL FOR EVERY GIFT!
How do you find the first penny?

- Discover new wells!
- Appeal to the heart!
- Create a thank-you committee A.S.A.P!