



Don't Wear a Cowboy Hat Unless You are a Cowboy: And Other Grumblings from a Cranky Curmudgeon

Robert W. Bly

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Frank, opinionated, and - with 65,000 subscribers to his e-newsletter, *The Direct Response Letter* - Bob Bly dispenses advice, wisdom, and strategies on having a successful business and a happy life on a weekly basis. In this book are 75 of his most popular columns, including:

- The one critical element for success missing from the Law of Attraction.
- How to find your niche in life.
- Starting a new career or business - are you ever too old? Is it ever too late? The answer may surprise you.
- Protect your future against career and financial disaster with this back-up plan.
- 10 offensive behaviors you should avoid at all cost.
- 25 secrets of lasting success.
- The 25-50-25 rule of time management. Ignore it at your peril.
- The awful truth about business cards.
- A valuable shortcut to learning any new skill.
- Is marketing necessary?
- How to charge more and get paid what you're worth.
- And more...

About the Author

BOB BLY is a freelance copywriter with more than 3 decades of experience in business-to-business and direct marketing. McGraw-Hill calls Bob Bly "America's top copywriter." Clients include IBM, the Conference Board, PSE&G, AT&T, Ott-Lite Technology, Intuit, ExecuNet, Boardroom, Medical Economics, Grumman, RCA, ITT Fluid Technology, and Praxair. He was voted AWAI Copywriter of the Year.

He is the author of more than 80 books including *Selling Your Services* (Henry Holt) and *The Elements of Business Writing* (Alyn & Bacon). Bob's articles have appeared in *Cosmopolitan*, *Writer's Digest*, *Successful Meetings*, *Amtrak Express*, *New Jersey Monthly*, and many other publications. Bob writes a column for *Target Marketing* magazine. *The Direct Response Letter*, Bob's monthly e-newsletter, has 65,000 subscribers.

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