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## Soul Trader: Putting the Heart Back into Your Business

*Rasheed Ogunlaru*

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**Rasheed Ogunlaru : Soul Trader: Putting the Heart Back into Your Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Soul Trader: Putting the Heart Back into Your Business:

0 of 0 people found the following review helpful. Opens your heart and clarifies/pacifies your mind By zendao I have run my own business for over 10 years. In that time I've been through many peaks and troughs and have read possibly hundreds of books relating to business. I recently came across this book and have to say that it stands head and shoulders above the rest. The author, Rasheed Ogunlaru asks us, "If your heart is not in your business, then why are you?" What a question! That's just one of the gems that set my heart ablaze. The book is also beautifully laid out and

each chapter lead me seamlessly to a place of clarity and rekindles the passion and love for myself, and my business, and has reminded me why I got into business in the first place. I highly recommend this book, and rate it with 5 stars. I've just ordered 5 more copies for xmas presents! Do yourself and your business a favor and buy this book, if not for yourself, then for someone you love!!!0 of 0 people found the following review helpful. Soul Trader - DON'T leave this gem on the shelf!!By David MilnesAs a business owner having previously read countless, 'how to be successful' books, I found Soul Trader to give an entirely new and fresh perspective on growing my business. Rasheed Ogunlaru spots a fundamental common denominator to business and personal success that consistently gets overlooked. Soul Trader gives practical tips and exercises to easily; re-calibrate, re-charge and re-invigorate both you and your business. And the best bit for me in these tough economic times is that virtually all the ideas don't cost anything. This easily read book has numerous anecdotes and case studies to illustrate what's clearly a proven approach. It's simple to read, simple to digest, and very simple to do. For me, simply a 'must buy'.0 of 0 people found the following review helpful. Great advice for the entrepreneurial soulBy FolukeI've read many of Rasheed's works, but the Soul Trader is probably the one that has resonated with me the most. A stylish looking book packed with tips and stories from entrepreneurs and Rasheed on doing business from the heart. It's the way I work, I just hadn't found a name for it yet!Soul Trader aims to help you bring the passion back into your business and remember the reason you first started out in business. It offers practical steps to help you improve your success in the future. My well thumbed copy shows that its a book that you can read in one go or dip in and out of. Highly recommended and a great tool in every entrepreneur and aspiring entrepreneurs tool kit.

If your heart's not in your business, why are you? In the flurry of everyday deadlines, fire fighting and all the pressing demands on our time, it's easy to forget the real reasons we started our own business in the first place. Soul Trader helps you connect with your personal mission, values and passion to create a 'stand out from the crowd' business that enriches you both financially and emotionally. Discover the seven essential principles that will help you build a business sensitive to today's economic and social realities, one that is profitable, customer-focused and in tune with your own beliefs, needs and goals. Rasheed Ogunlaru tears off the jargon and delves into the beating heart of what makes businesses really work. Throw your heart into your business, it will pay dividends.

Start up/small business owners, entrepreneurs, sole proprietors"Chapter after chapter of relevant and essential information which will benefit you for the rest of your life." --Stephen Fear, Entrepreneur in Residence, British Library"Will inspire a whole new generation of heart-centered entrepreneurs." --Rachel Elnaugh, award-winning entrepreneur, business mentor and star of BBC's Dragons' Den (USnbsp;Shark Tank)"In a changing economy, this could become a well-thumbed classic." --Matthew Rock, Real Business"If it's been a while since you reflected on the heart of your business, getAbstract recommends this optimistic shot of inspiration." --getAbstractnbsp;