

# ***INVESTING TYCOONS' WAY***

***Why do some businesses succeed and others fail***

# ***LESSONS FROM THE TYCOONS***





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# ***LESSONS FROM THE TYCOONS***





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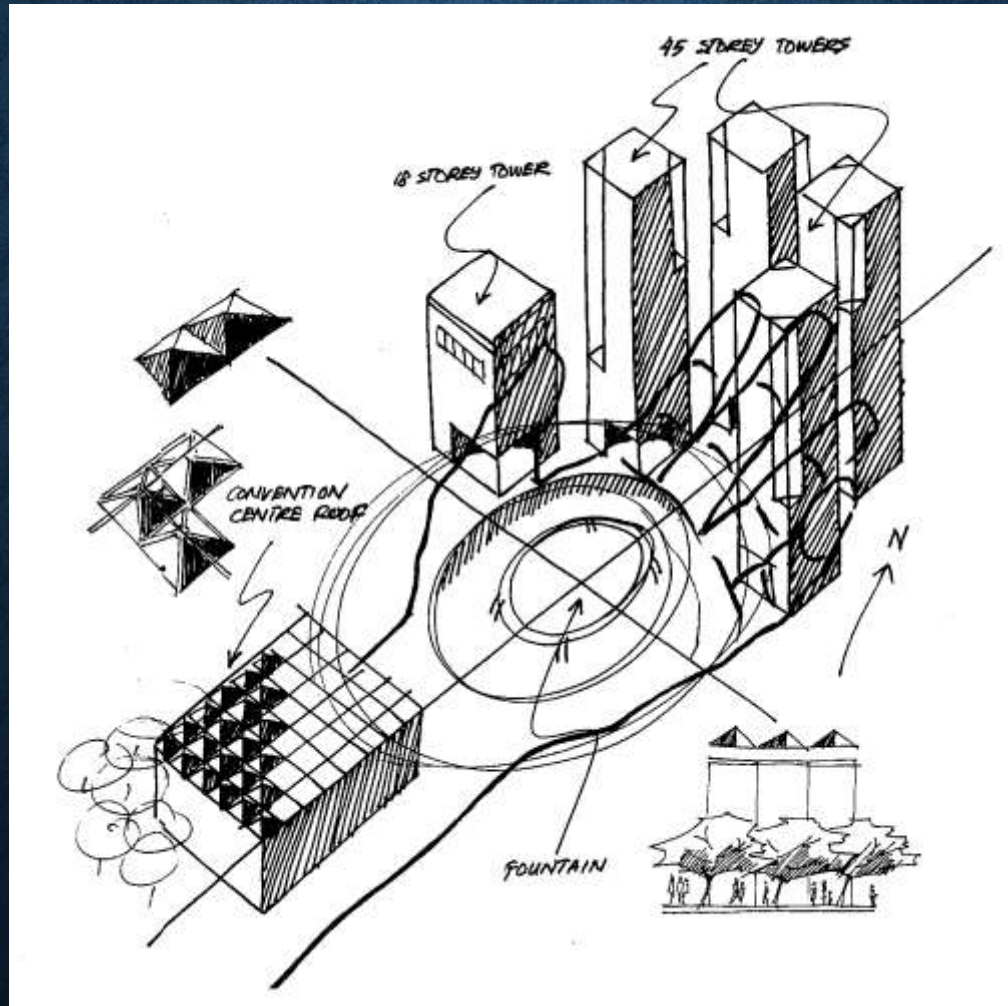




# ***LESSONS FROM THE TYCOONS***



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***Lesson 1: Use OPM to turn into MOM in an honest way, never employ unethical means, always use intelligence to make money and always place the interests of your clients before that of your own. Know your limits. Never over-borrow.***

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***Lesson 2: Use your natural talents and your connections to reduce the risk but always be prudent. Make sure what you do today is an investment in your tomorrow. Experiences are cumulative. You get better and better along the way.***



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**Lesson 3:** *Partner with those who are better and know more than you.*

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**Lesson 4:** *Don't be afraid of crisis because crisis equals danger and opportunity.*

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**Lesson 5:** *Be careful and do your homework – your due diligence. Ask if you are not sure. Ask again to be double sure. Never be careless.*



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**Lesson 6: *Watch your back – trust no one.***

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**Lesson 7:** *Know yourself. Know who you are dealing with. Do not get an inflated ego.*

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**Lesson 8:** *Find a niche. Stay focused, work hard and be tenacious. The niche will give you success.*



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**Lesson 9:** *If you see an opportunity, don't hesitate, trike hard.*

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**Lesson 10:** *Buy low and sell high. Use your initiative and local knowledge to anticipate trends and change.*



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**Lesson 11:** *Never trust a person whose skill you do not know.*

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***Lesson 12: Don't invest unless you can see the exit. Never partner a person who wields power over you unless you are well protected e.g. by a superior power or rule of law.***



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**Lesson 13:** *Work smart. Use small to control big.*

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***Lesson 14: Turn a crisis into an opportunity. Know your market. Always weigh the risk against a potential return. Appoint a centre person to take charge. My word is my bond. Reward the messenger well because you never know what goodies he will bring you next. Always leave something behind on the table for the next guy. That way, everyone wants to do business with you. You get the first bite of the cherry, so to speak.***

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***Lesson 15:*** *The lesson of the fallen tycoon taught me: know yourself and know your limits; don't let your ego rise above the shoulder; there are no short cuts; always work within your means; never borrow too much; when you are asked to settle the bill, always make sure the money is there; and control the risk in every situation, even in philandering. Every tycoon I know is a serious man even when they indulge in their weaknesses.*

# ***LESSONS FROM THE TYCOONS***

**Lesson 16:** *Judge a person carefully. Ask if you're not sure. Don't be blinded by flattery.*



# ***LESSONS FROM THE TYCOONS***

**Lesson 17:** *Be true to yourself. If you are not happy with yourself, even being Li Ka Shing will not bring you much satisfaction.*

