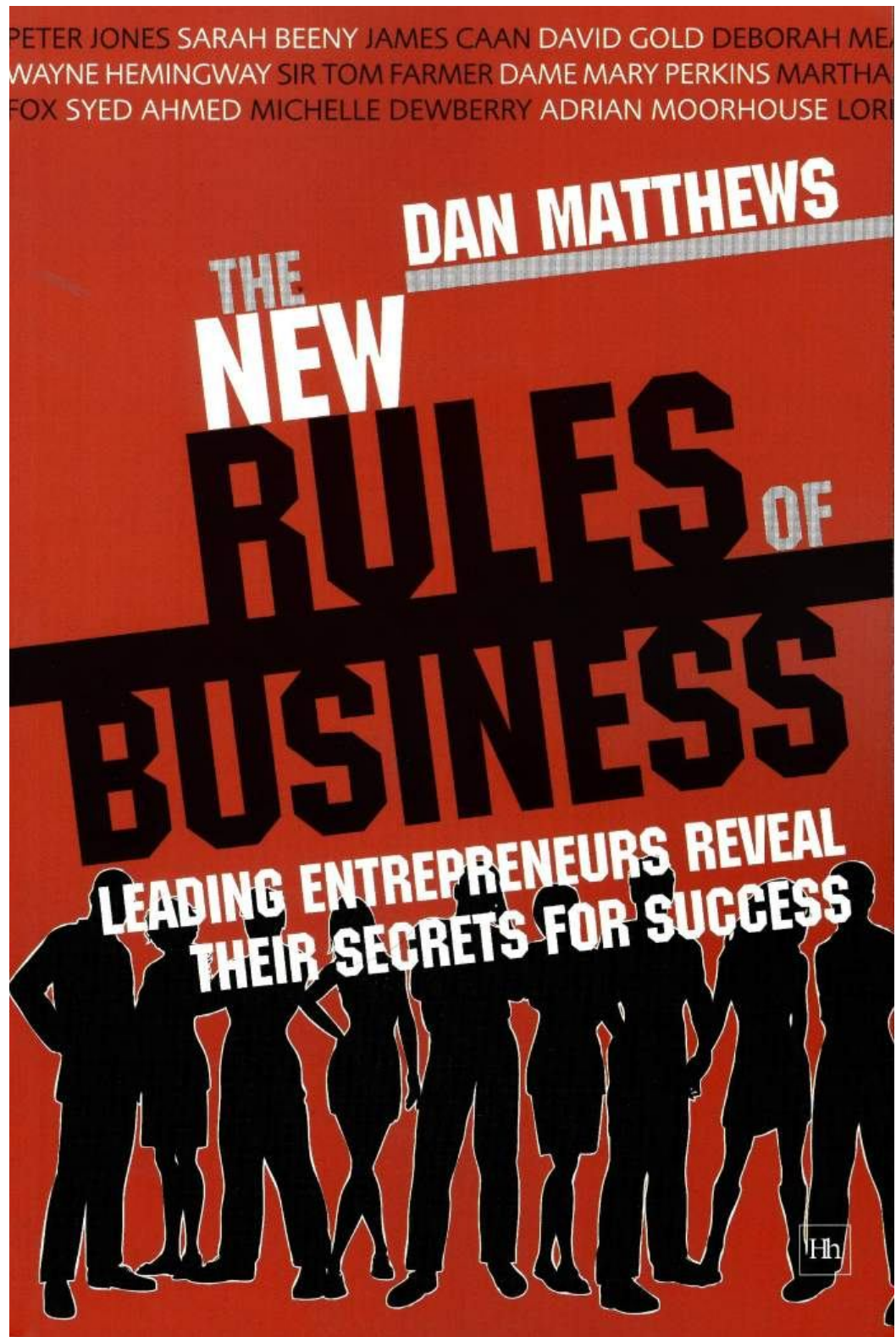


Publication: The New Rules of Business



**HOTWIRE**

# PEOPLE AND EMPLOYEE

## **Hire the best, regardless of cost**

Ashley Ward, NEXEC Partners, Wharfedale, Orchestream

According to Ashley Ward, the best businesses hire the best people, regardless of cost. He believes hiring on price – or saving money on the salaries of new recruits – is a false economy which will end up costing you more money than you save.

Having closed his first business, Ward himself was hired by a company that undervalued him. He took the job, but used it as a vehicle to pay the bills while looking out for his next entrepreneurial opportunity.

“No business I’ve ever been involved with has ever succeeded by hiring on price. Two guys: one asking for £60k, one for £70k. They hire the £60k guy even though often a 10% reduction in price means an 80% reduction in quality. Hire the best people possible, because they will make the business work.”

# THE NEW RULES OF BUSINESS

This is the ultimate guide to winning in business. Drawing on the experiences of some of the world's most successful entrepreneurs and corporate executives, it sheds light on the cut and thrust of commercial relationships and provides a candid insight into what it takes to thrive as an entrepreneur. Themes include the role of failure, luck and risk, people, power, money, greed and ambition. Together, these reveal the essential underlying truths which define business in the twenty-first century.

The book contains thoughts, anecdotes and advice from 36 business people drawn from a variety of backgrounds and career paths. Multi-millionaire heads of billion-pound businesses rub shoulders with chief executives of some of the world's biggest blue-chip companies. Also featured are celebrity investors, business TV show contestants, and even those who have fallen foul of the business rules and survived to tell the tale.

It is a must read for anyone wanting to grow a business, become wealthy and powerful, or make a meteoric rise up the career ladder.

## THE ENTREPRENEURS

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