



# The Botty Rules: Success Secrets for Business in the 21st Century

*Nigel Botterill*

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Nigel Botterill had a successful corporate career. Big six figure salary, bonuses, the works. Then, one day in November 2002, a meeting didn't quite go to plan. He found himself out of a job and, on the way home to tell his wife the news, he took the decision to never be employed ever again. "Botty Rules" is the story of what happened next. How, after several false starts, Nigel has built a multi-million pound business empire from scratch, with five separate brands. This fascinating tale is a roller-coaster ride of what it takes to achieve real entrepreneurial success in 21st century Britain. The story is peppered with Botty Rules--the simple but powerful lessons that Nigel has learned along the way, sometimes painfully, but which collectively are a complete blueprint for success for any business owner or entrepreneur who is serious about making it big in the new economy. Straight-talking, disarmingly honest, and packed with practical tips and help for any business owner. "The Botty Rules" is probably the most useful--and entertaining--business book of the year!

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