



Nice Guys Finish First: How to Succeed in Business and Life

Barrie Bergman

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Barrie Bergman grew The Record Bar from a single music store in a North Carolina tobacco town to a national chain of 180 stores. Shortly after selling The Record Bar, he and a partner purchased bankrupt Bare Escentuals and grew it to an enterprise that was recapitalized in 2004 for over \$200 million. This book is the culmination of years of experience and wisdom from building two multi-million dollar industry giants.

"This isn't rocket science," Bergman often says, He isn't claiming that he's discovered something new. His strategy is simple: conduct your business in an ethical manner; treat other with respect; and create balance in your life. It's a strategy that worked for him, not once but twice, proving that Nice Guys can indeed Finish First.

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