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Tao Zhugong's Greatest Business Art

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Written by Xu Hui and Mint Kang and translated by Muhammad Firdaus Ariff, this book is about an ancient Chinese character of Tao Zhugong. In every corner of the globe, there's a Chinatown. Chinese entrepreneurs have built a solid financial base almost anywhere they are. They become a new driving force in the global economic network. Chinese people to leave their homes to migrate to foreign lands and had a hard life. Some small businesses make when they have little savings. They overcome the language barrier and adapt to the new way of life and move their business based on the code of ethics and practices of traditional business. Thanks to the determination, they succeeded. Almost every Chinese businessman has their own code of practice for the family business. There were revealed word of mouth from father to son. There are recorded as ingenious formula, framed and hung on the wall. This family business code exactly the same, there may be a longer and more detailed. But all of them can be traced back to Tao Zhugong. In China, Tao Zhugong name is synonymous with a very rich man. Therefore there is a saying 'rich like Tao Zhugong'. But Tao Zhugong is not highly regarded on his richness alone.

Even ancient times businessmen also worshiped as the god of business management.

Tao Zhugong bequeaths business success secrets for everyone to enjoy. Elements of success include business management techniques, tips on creating profitability and business ethics. These principles were originally recorded on the role of bamboo and disseminated among the masses. Moreover in Tianjin, Suzhou, Ningbo, Hangzhou and Guangzhou where these principles handed down in the family business from one generation to the next. Along with the changing times, these principles are modified. Today the principles of Tao Zhugong business management improved to a perfect. These principles contain the wisdom of several generations of successful businessman. This principle is called '12 Steps to Tao Zhugong Wealth' or 'Principles of Tao Zhugong Business Management'. Some businessmen also called as 'Business Expert Treasure'. Tao Zhugong principle is a pillar of support to the overseas Chinese businessmen. These principles became the compass of their actions. Depth study of Tao Zhugong business techniques shows still a lot of tips and advice that is relevant to today's entrepreneurs. For example, the principle of Tao Zhugong teach entrepreneurs to be so quick and creative to develop business. Business leaders also need to focus on long-term growth, ensure a balanced account, refrain from over-borrowing, choose wisely business development and what is most important is earnest and resolute.

Tao Zhugong principles also stressed that using the existing opportunities. When it was time to act, do not delay. Flexibility is also important. Read signal change and act before the change occurs. As sensitive as small animals that can detect earthquakes ahead. Modern business techniques also have this as their basic principles. Therefore Tao Zhugong not only an economists but also a great genius in business and trade. Tao Zhugong as an ancient Chinese economic theorists deserved appointment as the founder of the school of thought of Chinese business. Among his teachings is important when choosing a business partner or employee of the business, the first thing to be ascertained is whether they can be trusted or not. Business partners cannot meet commitments, or employees who do not perform the tasks in the best possible way to destroy our business. Therefore, the selection and recruitment process is important. In this process we must observe the speech and behavior of the person, recognizing his background, how he acted alone and in teams and use all this information to determine whether he is fit or not.

The most important asset of any business is the customer. Without a lot of requests from customers and continuously, no business can afford to live. Therefore customer satisfaction is important for any business and the quality of customer service determine our customer satisfaction. Some of the main principles of customer service is that the customer is always right, answer questions immediately, know our customers and our loyal customers. Images play an important role in trading. Although a good service is the key to retaining customers, a good image is the thing that attracted them in the first place. The probability of first-time customers visit the store dark fiber is less than in the shop clean and tidy. They will also be more interested in neatly and courteous salesman than the clumsy salesman. Among Tao Zhu Gong's business principles are ability to know people, ability to handle people, ability to focus on the business, ability to be organize, ability to be agile and flexible, ability to demand payment, ability to use and deploy people, ability to

articulate, ability to excel in purchasing, ability to seize opportunities, ability to initiate and lead by example and ability to be far sighted.