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## Business Rules with Peter Feinstein Archives Available

**September 13th 2017: Welcome to Business Rules... get to know the 3 rules!**

Welcome to the "first-ever" Business Rules, with Peter Feinstein... like that's supposed to mean something to you, right? Don't you hate it when you see a commercial on TV that says 'the first-ever...'? I do. If it's the first-ever, just how meaningful can it be for me? If it's the first-ever, is it supposed to be a game-changer? That seems to be the message - except there's rarely any context from which to understand what the big deal is for the "First-ever". So let's just skip the first ever, and instead let's dig into the 3 Rules of Business... know 'em, accept 'em and win with them.

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