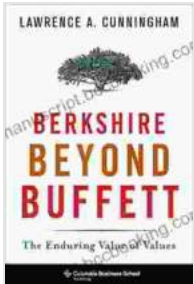


# "Berkshire Beyond Buffett: The Enduring Value of Values"



## Berkshire Beyond Buffett: The Enduring Value of Values by Lawrence A. Cunningham

★★★★☆ 4.5 out of 5

Language	: English
File size	: 1340 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 334 pages
Lending	: Enabled



In the annals of business history, few companies have achieved the sustained success and global recognition of Berkshire Hathaway. Led by the legendary investor Warren Buffett and his longtime partner Charlie Munger, Berkshire has consistently outperformed the market, creating extraordinary wealth for its shareholders.

But what is the secret to Berkshire's enduring success? Is it Buffett's uncanny ability to pick stocks? Munger's sharp wit and contrarian thinking? Or something else entirely?

In his groundbreaking book, "Berkshire Beyond Buffett: The Enduring Value of Values," award-winning financial journalist Jason Zweig argues that Berkshire's true advantage lies not in its investment acumen, but in its

unwavering commitment to a set of core values that have guided the company's every decision for decades.

Zweig spent years interviewing Buffett, Munger, and other key Berkshire executives, gaining unprecedented access to the company's inner workings. Through his meticulous research, he has uncovered the seven essential values that have shaped Berkshire's culture and fueled its extraordinary performance:

1. **Integrity:** Berkshire's reputation for honesty and trustworthiness is its most valuable asset.
2. **Discipline:** The company maintains a rigorous investment process and a conservative financial approach.
3. **Patience:** Berkshire is willing to wait patiently for the right opportunities, even if it means missing out on short-term gains.
4. **Independence:** The company is not swayed by market trends or outside opinions, allowing it to make decisions based on its own research and analysis.
5. **Focus:** Berkshire invests only in businesses that it understands and that are within its circle of competence.
6. **Decisiveness:** Once a decision is made, Berkshire acts quickly and decisively, taking advantage of opportunities as they arise.
7. **Continuous learning:** Buffett and Munger are voracious readers and lifelong learners, constantly seeking new knowledge and insights.

These values are not just abstract principles; they are embedded in every aspect of Berkshire's operations, from its investment decisions to its

corporate governance. By adhering to these values, Berkshire has created a unique and enduring enterprise that has consistently outperformed its peers.

But "Berkshire Beyond Buffett" is more than just a business book. It is also a guide to personal success and fulfillment. Zweig shows how the values that have driven Berkshire's success can be applied to our own lives, helping us to make better decisions, achieve our goals, and live more meaningful lives.

Whether you are an investor, a business leader, or simply someone who wants to live a more fulfilling life, "Berkshire Beyond Buffett" is an essential read. It is a book that will change the way you think about business, investing, and life itself.

**Free Download your copy today and unlock the timeless wisdom of Berkshire Hathaway!**

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### **About the Author:**

Jason Zweig is a senior writer at The Wall Street Journal and the author of several bestselling books on investing, including "Your Money & Your Brain" and "The Intelligent Investor." He has been praised by Warren Buffett as "the best financial writer in America."

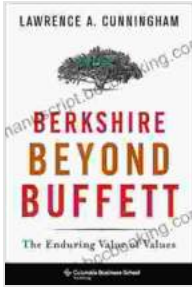
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**Values** by Lawrence A. Cunningham

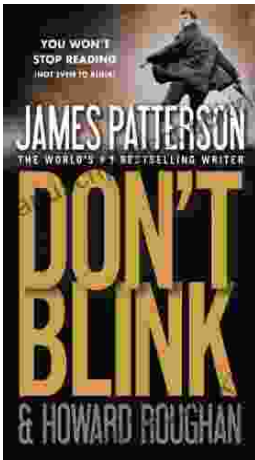
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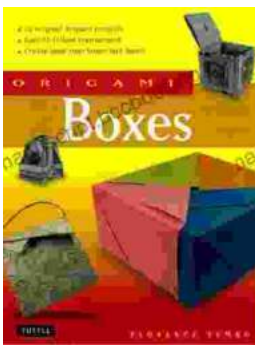


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