Why Work Ethic Is the Ultimate Equalizer in Business

This entrepreneur says an ability to work hard is the most effective way to get ahead.

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In this video, Entrepreneur Network partner Business Rockstars talks with Christopher Cook, the CEO and Founder of Unique Energy.

Cook talks about getting advice from a mentor in a past position that, when others are leaning towards trends, this is the time for you took look the other way.

In terms of the skill that has proved the most useful to help his company rise above, Cook cites work ethic. Cook points out that you may not always be the smartest person in the room, possess the same opportunities or hold the most capital, you can still leverage an ability to work extra hard to your advantage.

To hear more from Christopher Cook, click on the video.

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