

**THE SCIENCE OF BUSINESS: BEING
THE PHILOSOPHY OF SUCCESSFUL
HUMAN ACTIVITY, FUNCTIONING
IN BUSINESS BUILDING OR
CONSTRUCTIVE SALESMANSHIP**

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The Science of Business: Being the Philosophy of Successful Human Activity, functioning in business building or constructive salesmanship by Arthur Frederick Sheldon

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By

ARTHUR FREDERICK SHELDON



LESSON ONE
A GENERAL SURVEY—FUNDAMENTALS

CHICAGO, U. S. A.

1917

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FOREWORD

THE object of this course of study, The Science of Business or The Philosophy of Successful Human Activity, is to assist men and women to become masters in their chosen line of work.

While indifferent to the Success problem, man remains indifferent to the question of developing himself for higher efficiency.

He therefore does not study.

The student has grasped the fact that applied knowledge is power. He studies men and affairs, books and environment.

As the student gains knowledge and becomes able to apply it effectively he becomes an adept at whatever he is doing.

The adept is an artist, that is, he displays skill in the doing of things.

Finally, as the doing of the right things in the right way at the right time becomes a habit with the adept, he becomes a master at his work.

No master ever became a master until he was first an adept.

No adept ever became an adept until he was first a student.

No student ever became a student until he

aroused himself from the coma of indifference, climbed out of the bed of "what's-the-use-itiveness," cancelled his membership in the "I can't" brigade, and migrated from the "I don't care" colony.

The reason that there is so much room at the top is because there are so few masters.

There is no greater lever for the lifting of the race in efficiency to mastership than science, or organized facts.

That there are many known facts pertaining to the development of efficient effort in Business Building or Constructive Salesmanship goes without saying.

That these facts can be and have been successfully organized in the Science of Business will become apparent to the student.

This work of organizing Nature's laws related to her basic principle of success in business really marks a new era in commercial life. It elevates business to the rank of a profession, for a profession is a science practised.

Students of this, the latest product of the Sheldon School, are particularly fortunate in receiving what is really the fifth edition of the Science of Salesmanship now ripened into the Science of Business or The Philosophy of Successful Human Activity.

Our patrons of the various courses published by the Sheldon School now number about eighty thousand.

Many of these have given generous and helpful suggestions, and the author takes this occasion to thank them and also to express his gratitude to his associate editors and co-workers for the devoted and excellent work which they have contributed to the giving to the world this *The Science of Business*.

That each student may work as earnestly and faithfully to the end of mastering and applying the principle upon which the Science is founded and the natural laws related to it, as our patrons and co-workers have in helping to build it, is the author's earnest hope.

As to the work of the author, it has indeed been a labor of love, and with high hopes he now dedicates it to all earnest seekers for *Mastership in Efficiency*.

Sincerely,

THE AUTHOR.

LESSON ONE

A GENERAL SURVEY—FUNDAMENTALS

CHAPTER I

DEFINITIONS

THE separate terms entering into the title, "The Science of Business or The Philosophy of Successful Human Activity Functioning in Business Building or Constructive Salesmanship," are defined as follows:

Science is organized facts.

Business is busy-ness—human activity—that which busies one as his regular vocation or occupation.

Philosophy is the science of effects by their causes.

Success is the progressive realization of a worthy ideal.

Business Building or Constructive Salesmanship is the art of securing progressively profitable patronage conditioned upon the Principle of Service.

CHAPTER II

THE FIRST STEP: GETTING ACQUAINTED WITH THE SCIENCE OF BUSINESS

THE province of this science and of the philosophy which underlies it is the study of Nature, to the end of the discernment, statement and logical arrangement of her basic Principle and the natural laws related thereto which underlie and govern the art of profitable distribution.

Nature is a vast mine of truth.

Among other universal truths is one principle and many laws related to both individual and collective success in the art of profitable distribution which is attained and maintained through the art of securing progressively profitable patronage.

These universal truths can be discovered and classified by those who successfully bore with the drill of inductive and deductive reasoning, separate in the crucible of analysis, examine with the microscope of the perception of likeness and difference, test with the acid of experience, and then put each precious nugget of truth in its place with the implement of synthesis.