

Being a Businessman

Andrew M. Nassif

Oakland University

### Introduction:

Throughout this paper we will be taking a look on a rhetorical analysis of 4 different texts relation to the businessworld. We are doing this for two reasons: 1) I am minoring in Business 2) As a Computer Engineer, Business is a useful skill I could use. We are also going to be taking a look at some of the world's greatest entrepreneurs including: Innovator Elon Musk, Real Estate Mogul Donald Trump, and Investor Marcus Lemonis. We will be looking at how they view business as well as some similarities between the way they deal.

### Abstract:

Donald Trump, Elon Musk, and Marcus Lemonis all have one thing in common. They know the art of the deal, they know tradeoffs, and overall they know how to do business from the ground up. They all think like an entrepreneur. The whole view they have on Business is what is the Opportunity Cost, what is the Marginal Benefit, and what are the financials. Marcus Lemonis takes a look on more of the potential growth of a failing business. Donald Trump looks at the potential of a deal and market cap growth. Elon Musk looks at opportunity and benefit. They all have different key aspects when looking at business but all think the same way.

### Analysis:

Donald Trump have had many different ways of making investments. He went from an agent to a broker, to a dealer, to a chairman, and now he is running for president. He is known

for trademarking the words, “You are fired”. However, don’t let his strict personality get to you. What this man is, is a businessman with ambition. He thinks of growth potentials. He used pathos (emotions) and logos (Logic) in his sales pitches in order to get the most out of everyone’s time. The thing you can notice about Trump, is although unscripted, he still gets straight to the point. He knows the importance of financials, innovation, and trade offs in business. His strict personality may seem off putting at first, but he is on top of polls, doing well financially, and growing tremendously because it gets the job done. A businessman requires a stiff personality. Even though I don’t fully support him politically, I can tell you one thing: He certainly does talk like a businessman.

Donald Trump has a short of political humour to all that he says. Even though he may seem strict, there are many times his humour states otherwise. One such instance he compares money as a scoreboard rather than a motivation. He also states throughout his book quotes such as “sometimes the biggest investments he made are the ones he decided not to invest in”. Overall this further has kind of a telos appeal (his goals in deals) and Kairos appeal (humour in regards to a situation). The “Donald” definitely knows how to appeal to a general audience in his literary writing, though some of his text may be considered more suitable for academics.

Elon Musk is a bit different, he looks at the innovation of things. He went from small domain businesses to founding paypal and then even took it further by founding Tesla Motors and SpaceX. One thing about Tesla is his ingenuity. He may seem though, more genuinely nice than Trump. Reason is because he is taking an Ethos approach (Character, Social Responsibility, etc.). Musk is known for having warned about the potential dangers of Transhumanism and AI

(Although he invests in it). He also warned about many others things such as running out gasoline as a commodity, which is why he created hybrid cars. All in all, Musk is innovative. He is looking for a better solution to things. Re-inventing the wheel if you will. He does this through a logical, yet ethical approach.

One of Elon Musk's biggest problems that can be described is his nature of doing things. He always seems a bit arrogant if you think of it, being the intelligent thinker that he is. Elon Musk makes investments that he supposed will provide a mutual benefit for humanity. He started paypal to change shopping, he founded Tesla and made a new of transportation, he started SpaceX to further develop space exploration research. All in all Elon Musk tries to do things through a way in which he wants to create something innovative but also marketable. This is why I think he is using kind of both an emotional and logical appeal to things in order to present his creations to the world.

Marcus Lemonis is a bit different. He looks at the Kairos or potential opportunity in investing and rebuilding a failing business. He does this through both a financial approach (Logos) and an Ethos approach (character). Lemonis does a business based on Trust, but he also uses common sense in knowing when the back out of an investment or even sue if he has to. The thing I like about Lemonis is he has morals. He doesn't try to take a defensive approach and still make it work, as well as also not taking an offensive approach. He takes a rather humanistic and deontological approach to things. He doesn't treat people as means to an end, but rather as potential and trustworthy. This in my opinion, is one of the best ways to do business.

Marcus Lemonis is a fairly intelligent person when doing business. An example of this, is he sees opportunity. One of the things that his TV show, “The Profit”, has made for him was the ability to see more inquiries for his help, this being one of things he mentioned in his interview on inc and CNBC. He is quoted as saying, “Anytime you have the opportunity to see more, that is a good thing”. This ties in with what he said earlier and is more of a logos appeal. The challenge he describes it is a, “work-life challenge”, When he is doing business, he doesn’t know what to expect and it can always have a turn on how he looks at things.

### Conclusion:

All of these businessmen look at things differently, but they all think the same. They all think like businessmen. They know government regulations, the law, the rules and implications as well as limits to their businesses. They all if you will, have a logos approach to things. Although they may approach things differently socially, they all know the importance of potential market cap growth and process. This (besides many sleepless nights) is what it takes to be an entrepreneur. You need to be able to think innovatively in order to be innovative. You need to estimate wisely in order to conclude wisely.

## References:

Cranston, R. (1979). *Regulating business: Law and consumer agencies*. London: Macmillan.

Lemonis, M. (n.d.). The Tradeoff Success Requires. *CNBC* Retrieved from

<http://www.inc.com/marcus-lemonis/the-trade-off-success-requires.html>

Vance, A. (2015). *Elon Musk: A Summary & Analysis Tesla, SpaceX, and the Quest for a Fantastic Future*. Cork: IDreamBooks

Trump, D., & Schwartz, T. (1988). *Trump: The art of the deal*. New York: Random House.