

Nips and tucks can equal bucks

By: Bob Goldman Business Journal
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Bob Goldman

“It’s a rule of the business jungle; good-looking people go further, faster. If you haven’t seen it yourself, in your company or in your mirror, a Harvard study cited by The Times concluded there is a ‘sizable beauty premium’ in the labor market. And according to the University of Texas, ‘men and women with above-average looks receive a pay premium, while workers with below-average looks receive a pay penalty.’”

“The lesson here is clear. If you’re starting out in a career, instead of paying a fortune for a name-brand education, use that money to buy name-brand cosmetics. Yale and Princeton look nice of a resume, but you’ll go further with a degree from Revlon and Pantene.”



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