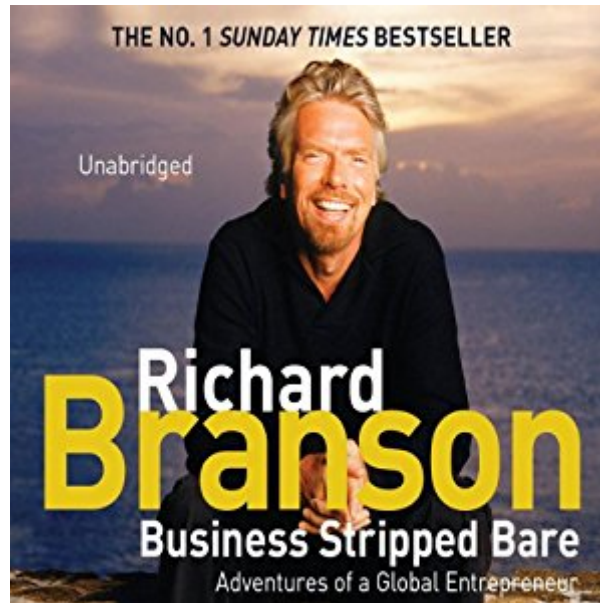


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Business Stripped Bare: Adventures Of A Global Entrepreneur



Synopsis

The biggest business publication of 2009 is Branson's business secrets now in paperback. In *Business Stripped Bare*, Sir Richard Branson shares the inside track on his life in business and reveals the incredible truth about his most risky, brilliant and audacious deals. Discover why Virgin tried to take on one of the world's biggest superbrands, how Virgin Mobile USA holds the record as the fastest company in history to generate revenues of over one billion dollars (faster than Microsoft, Google and) and how Richard is the only person in the world to have built eight billion-dollar companies from scratch in eight different sectors. Combining invaluable advice with the remarkable and candid inside stories of Virgin's greatest achievements, as well as some of its setbacks, *Business Stripped Bare* is a dynamic, inspirational and truly original guide to success in business and in life. Whether you are an executive, an entrepreneur or are just starting out, Richard strips business down to show how you can succeed and make a difference. From the Trade Paperback edition. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

"...enjoy your life. You only get one." If you have read previous Sir Richard Branson's books; you have read most of it already. However, this book, "Business Stripped Bare: Adventures of a Global Entrepreneur", Sir Richard Branson focused solely on the business side of his life. Actually, all his life is about business! Unlike other business book writers, he has the first-hand experience in Virgin. In this book, he covered lots of topics. A quote from the book "So all I can do for you now (and I firmly believe that this is all anyone can honestly do) is map the territory I've seen. The good news

is, I've covered a lot of territory."Contents- Introduction- People: Find Good People - Set Them Free
In this chapter, he generally wrote about the culture in Virgin.- Brand: Flying the Flag Richard Branson wrote exclusively on Virgin Blue in Australia and how he fought hard to beat the competition and established the Virgin brand there.- Delivery: Special Delivery Among other things, he started the chapter with Virgin Trains and how it reshaped the industry in UK. He moved onto how he run Virgin Records and how he started Virgin Mobile in UK and in the US.- Learning from Mistakes and Setbacks: Damage Report Failure to acquire the bank, Northern Rock, is the focus of this chapter. Richard Branson is also subjected to mistake and he wrote on how to bounce back.- Innovation: A Driver for Business Virgin Galactic is going to be huge and tell me after you read this chapter that you don't want to travel into space!

Even though I admire Richard Branson very much, after reading this book I admire this person even more. Great man who changes the world and great book that can change your mindset and attitude towards the world. Richard is one of my teachers (through the books), and he really makes a big difference in my mind when reading all the experience this great man can provide me with. I believe, he can be a leader for many of you too! I love the way Richard Branson looks to the world and to the businesses. He is really very inspiring personality, who really has a lot of influence to my life. Business Stripped Bare is not the first Richard's book I've got to read, I read almost all of his books and even had a chance to meet him. Since I've started to be interested in Richard my hunger to meet him started to grow. Now I have another dream, and it is to start some great project (business) with this amazing person and work with him together. This book really blew my mind. It's full of priceless advises which comes from experience of creating one of the biggest brands in the world - Virgin. It really opened my eyes to see more global things and to think more global. The book is distinguished into couple big chapters where Richard explains the most important parts of the business like right people, brand, trust and commitments, failures and learning from them, innovations, leadership and social responsibility. This last chapter really got my attention. I really love how Richard looks to the world from social spectrum. Even though some people might not agree with me, but this man is really changing the world into the better place. All the projects he describes in the book are really of great value (and I don't mean value in money).

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