

Richard Branson The Life And Business Lessons Of Richard Branson

The series focuses on the people who inspire children today. This book looks at the background, life and achievements of Richard Brandon, his impact on popular culture as well as detailing the everyday facets of his job and how he has gained such success.

Do you want to know what made Richard Branson so successful? This book offers an introduction to Branson, his businesses and the lessons that they teach us. It is not a text book nor a biography, but more of a cheat sheet for reading on the bus or in the bathroom, so that you can pick out the most significant points without having to carry around a bag of weighty tomes. You can read it all in one sitting, or look up specific case studies as and when you are looking for inspiration or direction. The key lessons outlined here are drawn from interviews Branson has given over his more than 40 years in business, from the numerous blogs and articles written by him and about him, and, most importantly, from the successes and failures of many of his commercial ventures. Though his theories and analysis are certainly important, and this book does indeed give them credence, the hardcore details of what worked and what didn't, combined with the reasons why, are the most useful sources you have as a businessman, whether you are following in Branson's footsteps as an entrepreneur, or contemplating his businesses from afar.

For the last 50 years, drug prohibition laws have put the market for illegal drugs into the hands of organised criminals. Now, it's time to take control. Ending the failed war on drugs

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will reduce drug-related violence, tackle organised crime, end the needless criminalisation of millions, and will halt the drain on government funds and resources. In this book, global opinion-leaders on the frontline of the drug debate describe their experiences and perspectives on what needs to be done. Highlighting the pitfalls behind drug policy to-date and bringing to light new policies and approaches, which make a clear case for galvanizing governments to end the war on drugs – once and for all.

Not many businessmen are as well-known their personal lives as by the business empires they run. In fact, few of us would probably know much about the owners of most businesses. However, when you hear the name Virgin Group, the name of Richard Branson comes to mind immediately. Branson, who was knighted at Buckingham Palace in March of 2000, becoming Sir Richard Branson, has an estimated net worth of US \$5.2 billion. Keep in mind that he runs a multitude of businesses and that his net worth is increasing day by day. This means that by the end of his life his net worth will probably be much higher than it is currently. Branson is known for his adventurous spirit, not only as an entrepreneur, but also in sports and other areas of his life. In fact, he has broken and holds a few world records. Also, let's not forget that he is a world-famous face. He has businesses all over the world or at least in the major countries of the world. Additionally, he has made several appearances in many TV shows and movies. Needless to say, he isn't just a recognizable name, but for most of us, he is also a familiar face. How did Richard Branson become what he is now? What businesses does he run? Why is so much known about his personal life? What is his contribution to the world, in addition to just the entrepreneur world? Find the answers to these questions and many more in this book.

"Originally published in hardcover in slightly different form in

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the United States by Crown."--Title page verso.

Richard Branson is a well-known international entrepreneur, and his lessons in life and in business, have served as an inspiration for everyone who dreams of pursuing a career in business, and seeks to make a name for themselves in the competitive world around them. In this book, you will learn about Branson, his different businesses as well as lessons he learned along the way that you can integrate in your daily life. This isn't a biography, it is more about how Branson got started in business, how he managed them, and how he handled failures and criticisms. This book also offers tips, advice, and secrets of how Branson achieved success in business, in spite of his many failures and the obstacles he faced along the way. If you want to achieve success like Richard Branson as an entrepreneur, planning to establish your own business, this book will prove to be a useful source of inspiration to help you along the way.

Richard Branson Greatest Business Lessons And Secrets To Success By Richard Branson When it comes to success in life many people believe that you need a formal education, follow the laws and expectations of society and conform just like everyone else. Well if you take a look at history those who break away from the conformist view of the world are the ones who lead everyone else in innovation and change. One such individual is Richard Branson. This gentleman is the first and only entrepreneur to start and run over two hundred businesses with several of them being multi-billion dollar winners. When you look at his life you will see that he never finished school, took chances with his life and followed the path he decided to take. In this book we will explore his life as well as talk about the laws and beliefs he uses on a daily basis to run his businesses and goals for the future. If you are someone who is struggling with finances, personal goals and just want to find a mentor to model your successes after then

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you need to read this book. At the end of this book you will have a blueprint that you can follow that will lead you to ultimate success in life and in business.

***100% of Author Royalties are being donated to charity in keeping with the belief that WEconomy can indeed change the world by empowering families in developing communicates to lift themselves out of poverty with the small business training these book sales are providing. Track your individual impact on a global scale with the specific code on your book's back cover at WE.org. Your guide to 'Business with Benefits'... for All! Purpose and profit are powerful human motivators. Combined, this power can change the world. WEconomy is your guidebook to the greatest evolution in business since the assembly line. Discover the secret to achieving purpose with profit in your career and company, all while driving positive impact. Do you crave more meaning in your job? This book is your roadmap. Are you seeking to inspire employees? CEOs are discovering that purpose is the key to increasing productivity and retaining top performers. If you're in sales, unleash the power of purpose to inspire customers to be passionate brand ambassadors. If you are an aspiring social entrepreneur, learn how to massively scale your mission. Get paid to change the world — who wouldn't want to be the person doing that? Uncover the methods of megastars like Oprah Winfrey, Earvin "Magic" Johnson, and Sir Richard Branson, who make the world a better place through purposeful—and highly successful—business strategies. The stellar authorial team share in candid detail, the setbacks and achievements they experienced building successful enterprises and charities—with purpose. With the tips inside this book, you, your business, or your charity can: Find a cause that drives you and your career goals to new heights Create a job that you love and be celebrated by your peers, boss, and industry Inspire brand fanatics to stay loyal

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to you, your company, and your cause Add a halo to your product, grow your geographic reach, innovate for “the next big thing,” engage Boomers to Gen Z, and much more! This is your blueprint for living by your personal values, achieving career success, and changing the world. Purpose and profit are the greatest human motivators. This is the definitive roadmap for bringing the power of both forces together—achieving purpose with profit in your career, company, and changing the world. Do you crave more meaning in your job? This book will give you the roadmap. Are you seeking to inspire employees? CEOs are discovering that purpose is the secret to increasing productivity and retaining top workers. If you’re in sales, unleash the power of purpose to inspire customers to be passionate brand ambassadors. Everyone wants more meaning. We all inherently know that purpose is powerful, but this is the ground-breaking book to unleashing the purpose within your career, company, and life goals. This book will show you how to profit with purpose, whether you’re the one calling the shots or a junior employee looking to advance. Get paid to change the world – who wouldn’t want to be the person doing that?

Throughout my life I have achieved many remarkable things. In *Screw It, Let's Do It*, I will share with you my ideas and the secrets of my success, but not simply because I hope they'll help you achieve your individual goals. Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and organisations, to do no harm. I will draw on Gaia Capitalism to explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business. In *Screw It, Let's Do It* I'll be looking forwards to the future. A lot has changed since I

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founded Virgin in 1968, and I'll explain how I intend to take my business and my ideas to the next level and the new and exciting areas - such as launching Virgin Fuels - into which Virgin is currently moving. But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success. Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I hope that you too might find a little inspiration between these pages.

The name Virgin Group is widely known to most people in the world, and so is the name of its founder. Sir Richard Charles Nicholas Branson knew at a very young age that he wanted to be an entrepreneur. He launched his first business venture when he was 16 years old, an age when most teenagers are not even sure what they want to do in their lives. With an estimated net worth of US\$5.2 billion (which is increasing with every passing day), Branson was knighted in Buckingham Palace in March 2000. With over 400 companies operating under the Virgin Group banner, Richard Branson is surely an inspiration for anyone who wants to make it to the top in the world of entrepreneurship. Whether it is his record business or his airlines business, it seems as if whatever he touches turns into gold and he becomes more and more of a success. Do you want to know more about the life of Richard Branson? Do you want to know where he was born and about his family? Do you want to know how he started his life as an entrepreneur and how he made it to the Forbes list of billionaires? Continue reading and you will find all your answers right here.

"Time" magazine editor Stengel, who collaborated with Mandela on his bestselling autobiography, distills Mandela's wisdom into 15 vital life lessons that have the power to deepen lives.

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This is a book on leadership from someone who has never read a book on leadership in his life. While building the Virgin Group over the course of forty years, Richard Branson has never shied away from tackling seemingly outlandish challenges that others (including his own colleagues on many occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different, swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the world has always dubbed (with a wink) "the Virgin Way." This unique perspective comes from a man who dropped out of school at sixteen, suffers from dyslexia, and has never worked for anyone but himself. He may be famous for thinking outside the box—an expression he despises—but Branson asserts that "you'll never have to think outside the box if you refuse to let anyone build one around you." First published in 1994 and now available as an ebook. This edition does not include illustrations.

In many ways, Richard Branson and his company the Virgin Group are unique. In an era dominated by strategists, Branson is an opportunist with an uncanny knack of sniffing out great deals where others hesitate or fear to tread. Never before has a single brand been so successfully deployed across such a diverse range of goods and services. Branson is the ultimate brand builder. So how does he do it? Now brought completely up to date for this new edition, *Business the Richard Branson Way*, not only reveals the secrets of Branson's remarkable success but also draws out the universal lessons and identifies strategies that can be applied to any business or career. From picking on someone bigger than you to moving faster than a speeding bullet, and from making work fun to keeping the common touch, you have

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in your hands these secrets of phenomenal success. Contents
Richard Branson Revisited The Life and Times of Richard
Branson One Pick on Someone Bigger Than You Two Do the
Hippy, Hippy Shake Three Haggle - Everything's Negotiable
Four Make Work Fun Five Do Right By Your Brand Six Smile
for the Cameras Seven Don't Lead Sheep, Herd Cats Eight
Faster than a Speeding Bullet Nine Size Does Matter Ten
Never Lose the Common Touch How to Build a Brand the
Branson Way Last Word

SPECIAL DEAL!!! Buy the paperback version of the book
NOW to receive the kindle version (\$2.99) for FREE! Richard
Charles Nicholas Branson was born on July 18, 1950 in
Surrey, England. Toiled during his school years and dropped
out at the young age of 16. This turn of events actually led to
the origin of Virgin Records. Began in the industry of music,
Branson's initiatives and enterprises spread into many
different industries, leading to Branson's status as a
billionaire. His original Virgin Group currently has over 200
different companies, including a space touring company,
Virgin Galactic. Branson is well-known for his adventurous
spirit, such as flying in a hot air balloon across the Atlantic
Ocean. This book examines some of Richard Branson's
famous quotes and analyze the meaning and significance of
each. Along with each quote is the real life story of how
Richard Branson himself implements those same principles
effectively in his life and business These quotes will focus on
a variety of topics such as: Quote # 1 - On Pitching Your
Business Quote # 2 - On Punctuality Quote # 4 _ On Being
Decisive Quote # 5 - On Communication Quote # 6 - On Fear
Quote # 7 - On Social Media Quote # 8 - On Missed
Opportunities Quote # 9 - On Finding Opportunities Quote #
10 - On Being Organized Quote # 11 On Taking Action Quote
#12 - On Treating Employees Quote # 13 - One Taking Risks
If you are into entrepreneurship and is a Branson's fan, then

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you cannot miss out on this amazing book.

"The brave may not live forever-but the cautious do not live at all!" -Sir Richard Branson Richard Branson is an iconic entrepreneur and the founder of Virgin Airways, Virgin Records, and many other Virgin businesses around the world. Now he shares the inside track on his life in business and reveals the incredible truth about his most risky, brilliant, and audacious deals. Combining invaluable advice with remarkable, and candid stories of Virgin's greatest achievements, as well as some of its setbacks, this is a dynamic, inspirational, and truly original guide. Whether you are an executive, an entrepreneur, or are just starting out, Branson strips business down to show how you can succeed and make a difference.

Eve Branson's life reads like a fast-paced adventure novel. A classically trained ballet dancer, she appeared in racy West End productions, disguised herself as a boy to take glider lessons, enlisted in the Women's Royal Navy Service, and then embarked on a series of harrowing adventures as a "Star Girl" air hostess on the ill-fated British South American Airways. Though marrying the dashing ex-Cavalry officer, Edward "Ted" Branson, brought her down to earth to raise three children, Eve's quest for adventure never faltered. After running several businesses, traveling the world, and doing global charity work, Eve is preparing to launch the first commercial space travelers to the edge of space in a Virgin Galactic mother ship that bears her name. In this lively, absorbing memoir – part diary, part adventure story, part family history – Eve Branson's formidable energy propels the reader through an extraordinary life. Along the way, she divulges some of the unorthodox but effective trade secrets behind raising one of the world's most colourful entrepreneurs.

This book reveals who the real Sir Richard Branson is. We

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will show you that he is not the playboy one might think he is and he is actually not as rich as people think he is - he is richer. There are a lot of errors out there in the public domain about Richard and we will bring those errors to a close in this book. When you think of Richard Branson, most would most likely think of the Virgin group or think of Virgin Airlines. It is indeed the case that the product has overtaken the man. This book will show you, without a doubt, that the man and the brand are totally unlike each other and that the man behind the brand is really a highly empathic person who, until recently, did not know how to read a Balance Sheet. What he brings to the table is not MBA level business acumen or strategy - what he brings to the table is a brand that represents unyielding quality and class. The Virgin brand is not just a group of companies that belong to Richard, it is a flagship of companies where Richard is the principal investor and lends his name to the business. This is a highly beneficial arrangement and we will show you in this book how all this came to be. From Virgin Records to his labs that do advanced energy research. It's all covered. Don't wait any longer! Scroll up and click the 'Buy Now' button now to learn more about the man behind Virgin.

Richard Branson: 45 Life Changing Teachings from Richard Branson about Life and Business In 1966, a sixteen-year-old school dropout, a dyslexic, started off as an entrepreneur and tried new things despite his inexperience and lack of knowledge. Today he is a well-known business magnate who launched the Virgin Records in 1973. The Virgin group currently, has over 400 companies in about 30 countries across the world. This young boy who I am referring to is - Richard Branson, commonly referred to a Sir

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Richard Branson.

Coordinated by famed British writer Terry Southern, this volume contains over 300 exceptional photos related to Virgin records taken by David Bailey, Anton Corbijn, and a whole host of great photographers. It also includes exclusive text from Richard Branson and his company co-founders. Quotes, stories, from, and reviews about, various of the bands and characters are featured. Styled like a scrapbook, this book can be read through from beginning to end as the story unfolds, but can also be dipped into time and again. Beautifully designed! When Richard Branson talks, people listen. The creator and nurturer of Virgin-everything never hesitates to offer up quality and inspirational advice - advice that is worth its weight in gold. On the flip side of this, however, Branson has proven himself to be quite the rebel billionaire. His thoughts, points of views, and advice are not always what many people would think a billionaire would say. Branson's words on how he got to where he is and how he keeps going may not always be what you'd think. Check out Richard Branson: The Virgin Rebel Billionaire today! Richard Reed built Innocent Drinks from a smoothie stall on a street corner to one of the biggest brands in Britain. He credits his success to four brilliant pieces of advice, each given to him just when he needed them most. Ever since, it has been Richard's habit, whenever he meets somebody he admires, to

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ask them for their best piece of advice. If they could tell him just one thing, what would it be? Richard has collected pearls of wisdom from some of the most remarkable, inspiring and game-changing people in the world - in business, tech, philanthropy, politics, sport, art, spirituality, medicine, film, and design. From Hollywood greats like Judi Dench and Richard Curtis, to entrepreneurial legends like Richard Branson and Simon Cowell; from sports stars and TV personalities like Andy Murray and James Cordon to political activists and born survivors like Mandela's Comrades and Katie Piper, Richard has picked some of the world's most interesting brains to give you a lesson in how to live, how to love, how to create and how to succeed.

The Virgin Group entrepreneur offers advice, shares his experiences, and discusses business insights collected from his syndicated "New York Times" column.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. As you read this summary, you will discover Sir Richard Branson's secrets to leading a fulfilling life of passion and success. You will also discover that : doing what you love is the best engine for success; money is neither a goal nor an end in itself; you will move forward by constantly challenging yourself and exceeding your limits; respect for others and a sense of humanity are

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essential values to maintain your balance; you can seek to progress continuously while savouring the moment and being aware of what you have.

Everyone aspires to happiness and success.

Richard Branson, Virgin's iconic leader, has both.

This born entrepreneur has risen through the ranks by multiplying initiatives, through boldness and inventiveness. Yet he never stopped devoting himself to what he loved and living his passions. This is his philosophy for a life rich in activities and meaning. Ready to make your passions the reason for your success? *Buy now the summary of this book for the modest price of a cup of coffee!

Richard Branson99 Life Lessons, Inspiration and Motivational Quotes from Richard BransonThis book takes you onto the odyssey of a man's life that despite of many obstacles ascended into a bright and more purposeful life, establishing indelible change and making a difference. A loving husband, a caring father and a successful businessman and he inspire everyone with his work. Richard Branson is literally every woman's dream. Richard has a list of some amazing and fruitful rules of living life and prospering into a world of entrepreneurship.

Therefore, this book is a must on the reading list of people who want to try their hand into their own startup or business. Besides creating a fortuitous career in various fields, he helps people with their problems by providing a number of best solutions.

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He has given a lot of suggestions to young entrepreneurs during his successful course of business, from being a self-motivator to dream of being big, etc. If you want to learn what inspires this man and want some tips to build a blooming life for yourself and for your family then you need to stick with this book till the end. Along the way we will learn more about Richard Branson in a more delineated manner. Here is a preview of what you'll learn: Early life of Richard Branson About his personal Life His business ventures His humanitarian services. What makes him inspirational His ideas of a successful career. And some beautiful quotes by Richard Branson

This is a book on leadership from someone who has never read a book on leadership in his life. While building the Virgin Group over the course of forty years, Richard Branson has never shied away from tackling seemingly outlandish challenges that others (including his own colleagues on many occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different, swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the world has always dubbed (with a wink) "the Virgin Way." This unique perspective comes from a man who dropped

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out of school at sixteen, suffers from dyslexia, and has never worked for anyone but himself. He may be famous for thinking outside the box--an expression he despises--but Branson asserts that "you'll never have to think outside the box if you refuse to let anyone build one around you."

Describes the life and career of Richard Branson, from his boyhood struggle with dylexia and his earliest businesses to his accomplishments in the music and airline fields, his adventures, and his work for the environment and other causes.

Details the life and career of the trend-setting, thrill-seeking businessman famous for founding the Virgin Group.

Richard Branson's life is an adventure, from record-breaking balloon flights to courtroom battles with British Airways. This autobiography of the founder of the Virgin empire, offers an insight into the private and public world of this larger-than-life entrepreneur.

Sir Richard Branson's amazing memoir is now updated to include the effect on the Virgin Group of 11 September, his views on the war in Iraq, the rise of Virgin Blue and the flotation of Virgin Mobile.

Discover how Virgin is moving into the US domestic flight market and why he set up the charitable body "Virgin Unite". As ever, his thirst for challenge is unquenched. Sir Richard reveals the thrills of the world record attempt with the Virgin Atlantic Global Flyer and taking Virgin to the final frontier as Virgin

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Galactic are poised for a new era of commercial space travel. Compelling. Brilliant. Revealing. Funny. Inspirational. Extraordinary. Revealing Sir Richard's unique story, his personal philosophy on life, the Virgin brand and business *Losing My Virginity* is an autobiography without equal.

Richard Branson: Failure and Success The Incredible Life and History of One of the World's Richest Men! Are you looking for a way to... Turn your dreams into realities? Uncover the tactics of highly successful people? Learn the secrets to conquering the business world? Whatever your reasons may be for wanting to pick up a copy of **Richard Branson: Failure and Success**, you'll be entranced by the life story of one of the business world's most iconic leaders. Packed with life lessons and inspiration, this riveting book will motivate anyone! With this book, you'll discover: How Richard Branson, a school dropout, transformed himself into a millionaire The tactics that made the Virgin Group of Companies into an incredible empire Methods of turning personal failures into unbelievable successes Inspiration that can be applied to any walk of life From his childhood struggles to his current philanthropic work, it's no surprise that so many professionals look to Branson as a role model. With **Richard Branson: Failure and Success**, you'll learn one-of-a-kind information that will transform the way you think! Get your copy today and start putting your plans into motion!

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The Incredible Life and History of One of the World's Richest Men! Are you looking for a way to... Turn your dreams into realities Uncover the tactics of highly successful people Learn the secrets to conquering the business world Whatever your reasons may be for wanting to pick up a copy of Richard Branson: Failure and Success, you'll be entranced by the life story of one of the business world's most iconic leaders. Packed with life lessons and inspiration, this riveting book will motivate anyone! With this book, you'll discover: How Richard Branson, a school dropout, transformed himself into a millionaire The tactics that made the Virgin Group of Companies into an incredible empire Methods of turning personal failures into unbelievable successes Inspiration that can be applied to any walk of life From his childhood struggles to his current philanthropic work, it's no surprise that so many professionals look to Branson as a role model. With Richard Branson: Failure and Success, you'll learn one-of-a-kind information that will transform the way you think! Get your copy today and start putting your plans into motion!

Richard Branson Top 13 Secrets to Success in Life & Business; a Virgin Entrepreneur Createspace Independent Publishing Platform

Twenty years after his iconic memoir Losing My Virginity, the world's ultimate entrepreneur is back with the rest of the story. Richard Branson's Losing

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My Virginity shared the outrageous tale of how he built Virgin from a student magazine into one of the greatest brands in history. No challenge was too daunting, no opportunity too outlandish to pursue. And each new adventure started with five simple words: “Screw it, let’s do it.” Now, fifty years after starting his first business, Branson shares the candid details of a lifetime of triumphs and failures and what he really thinks about his unique life and career. Finding My Virginity is an intimate look at his never-ending quest to push boundaries, break rules, and seek new frontiers—even after launching a dozen billion-dollar businesses and hundreds of other companies. As he led Virgin into the new millennium, Branson fearlessly expanded the brand into new categories such as mobile, media, fitness, and banking and into every corner of the globe—all while preserving its iconoclastic, scrappy spirit. He even brought Virgin into space with Virgin Galactic, the world’s first commercial spaceline. Finding My Virginity takes us behind the scenes of the incredible brains, heart, and sacrifices that have gone into making private spaceflight an imminent reality—even after the biggest crisis Branson has ever faced. But this book is much more than a series of business adventures. It’s also the story of Branson’s evolution from hotshot entrepreneur to passionate philanthropist and public servant, via Virgin Unite’s environmental and health initiatives and through the

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Elders, a council of influential global leaders. And it's the story of his personal quest to become a better son, husband, father, and "grand-dude" to his four grandchildren. Featuring a supporting cast that includes everyone from Bill Gates to Kate Moss, Nelson Mandela to Barack Obama, this is the gripping account of a man who will never stop reaching for the stars, in more ways than one. Find out how Branson did it for the first time—all over again.

Alastair Campbell knows all about winning. As Tony Blair's chief spokesman and strategist he helped guide his party to victory in three successive elections, and he's fascinated by what it takes to succeed How do sportsmen excel, entrepreneurs thrive, or individuals achieve the ambitions? Is their ability to win innate? Or is the winning mindset something we can all develop? In the tradition of *The Talent Code* and *The Power of Habit*, Campbell draws on the wisdom of an astonishing array of talented people—from elite athletes to media mavens, from rulers of countries to rulers of global business empires. Alastair Campbell has conducted in-depth interviews and uses his own experience in politics and sport to get to the heart of success. He examines how winners tick. He considers how they build great teams. He analyzes how these people deal with unexpected setbacks and new challenges. He judges what the very different worlds of politics,

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business, and sport can learn from one another. And he sets out a blueprint for winning that we can all follow to achieve our goals.

"Much more than just a memoir, this is Richard Branson's own take on his extraordinary life so far - and a definitive business guide that reveals his unique philosophy on commerce, success and life."--Page 4 of cover.

"Using surprising studies and stories spanning business, politics, sports, and entertainment, Grant explores how to recognize a good idea, speak up without getting silenced, build a coalition of allies, choose the right time to act, and manage fear and doubt; how parents and teachers can nurture originality in children; and how leaders can fight groupthink to build cultures that welcome dissent"--

-A book written by Sir Richard Branson, founder of Virgin (mobile, air, etc) about changing the rules of business as an entrepreneur---

"Oh, screw it, let's do it." That's the philosophy that has allowed Richard Branson, in slightly more than twenty-five years, to spawn so many successful ventures. From the airline business (Virgin Atlantic Airways), to music (Virgin Records and V2), to cola (Virgin Cola), to retail (Virgin Megastores), and nearly a hundred others, ranging from financial services to bridal wear, Branson has a track record second to none. *Losing My Virginity* is the unusual, frequently outrageous autobiography of one of the great business geniuses of our time. When Richard Branson started his first business, he and his friends decided that "since we're complete virgins at business, let's call it just that: Virgin." Since then, Branson has written his own "rules" for success, creating a group of companies with a global presence, but no

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central headquarters, no management hierarchy, and minimal bureaucracy. Many of Richard Branson's companies--airlines, retailing, and cola are good examples--were started in the face of entrenched competition. The experts said, "Don't do it." But Branson found golden opportunities in markets in which customers have been ripped off or underserved, where confusion reigns, and the competition is complacent. And in this stressed-out, overworked age, Richard Branson gives us a new model: a dynamic, hardworking, successful entrepreneur who lives life to the fullest. Family, friends, fun, and adventure are equally important as business in Branson's life. *Losing My Virginity* is a portrait of a productive, sane, balanced life, filled with rich and colorful stories: Crash-landing his hot-air balloon in the Algerian desert, yet remaining determined to have another go at being the first to circle the globe Signing the Sex Pistols, Janet Jackson, the Rolling Stones, Boy George, and Phil Collins Fighting back when British Airways took on Virgin Atlantic and successfully suing this pillar of the British business establishment Swimming two miles to safety during a violent storm off the coast of Mexico Selling Virgin Records to save Virgin Atlantic Staging a rescue flight into Baghdad before the start of the Gulf War . . . And much more. *Losing My Virginity* is the ultimate tale of personal and business survival from a man who combines the business prowess of Bill Gates and the promotional instincts of P. T. Barnum. Also available in the UK from Virgin Publishing, and in Canada from General Publishing, From the Hardcover edition.

Richard Branson, who has been called "England's most outrageous billionaire," is also one of the world's most successful business leaders. Since the age of 16, when he founded Student magazine, Branson has been creating companies and finding innovative ways to grow them into the prodigious conglomerate known as the Virgin Group. At the

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age of 20, Branson founded a mail-order record retailer. Two years later he built a recording studio where the first artist signed to his Virgin label, Mike Oldfield, recorded the haunting soundtrack to *The Exorcist*. Decades later, industries as varied as entertainment (Virgin Music), retail (Virgin Megastores), transportation (Virgin Airlines), and telecommunications (Virgin Mobile) all bear Branson's business moniker. For the first time, the most thought-provoking, revealing, and inspiring quotes from Branson are compiled in a single book. *Virgin Rebel: Richard Branson in His Own Words* is a comprehensive guidebook to the inner workings of the Virgin Group chairman and founder. Hundreds of Branson's best quotes, comprising thoughts on business, music, entrepreneurship, politics, exploration, and life lessons, provide an intimate and direct look into the mind of this modern business icon.

'Branson has a list of achievements unmatched by any other UK businessman. For anyone burning with entrepreneurial zeal, his reminiscences are akin to a sacred text' Mail on Sunday THE NO.1 INTERNATIONAL BESTSELLER The worldwide bestselling autobiography of iconic entrepreneur Sir Richard Branson, with over two million copies sold to date. Much more than a memoir, this is Sir Richard Branson's own take on his extraordinary life so far – and a definitive business guide that reveals his unique philosophy of commerce, success and life. In *Losing My Virginity*, you'll discover how Virgin grew from a mail-order music business into a path-breaking global brand. From the \$25 million Virgin Earth initiative to the launch of Virgin Galactic, this is a powerful and unique look into the life of an iconic global entrepreneur.

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