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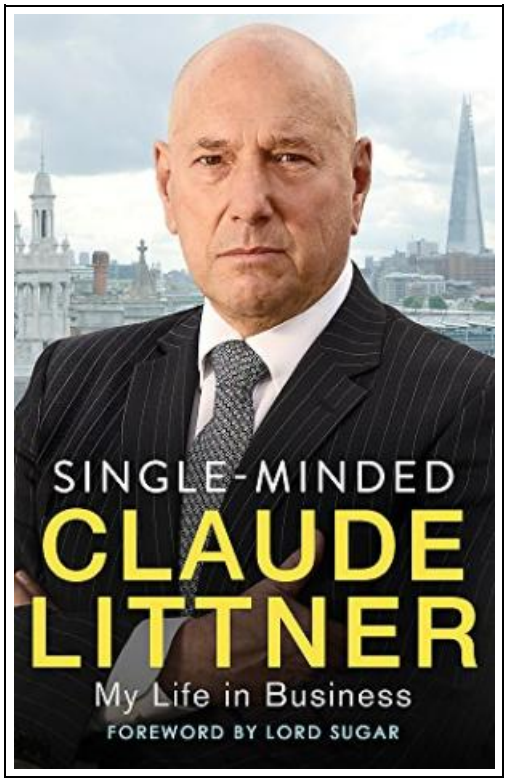

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Reviews

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SINGLE-MINDED: MY LIFE IN BUSINESS (PAPERBACK)

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Little, Brown Book Group, United Kingdom, 2017. Paperback. Condition: New. Reprint. Language: English . Brand New Book. The story of a high-stakes careerClaude Littner is best known as the mercilessly tough interviewer on the BBC s award-winning The Apprentice. His abrupt style and zero-tolerance policy on nonsense have become the highlights of every series. But what is he like in real business?SINGLE-MINDED reveals the story of Claude s varied career and the turbulent years that shaped him. From being told at school he would never amount to anything to his current status as a boardroom heavyweight both on-screen and off it, success has never come easy. Claude s complex, fascinating work has taken him into many different industries and countries, encompassing:- retail start-ups- knife-edge company rescue missions- the bruising rough-and-tumble of Premier League football- facing down French trade unions- taking on Texan oil barons in multi-million-dollar deals- and, in the private sphere, conquering life-threatening illnessAs Lord Sugar writes in the foreword to Claude s story, the book should be recommended reading for anyone who aspires to make their way in business . . . It is instructive and entertaining, providing an interesting insight into the ups and downs of business life and how single-mindedness, openness and determination can yield dividends both financial and personal.

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