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Losing My Virginity How I Survived, Had Fun, and Made a Fortune Doing Business My Way

By Richard Branson

Crown Business. Paperback. Book Condition: New. Paperback. 624 pages. Dimensions: 7.8in. x 5.1in. x 1.6in. 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 they were 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 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...



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Reviews

An incredibly amazing ebook with perfect and lucid answers. It is written in basic terms and never difficult to understand. It has been written in an exceptionally basic way and it is only right after I finished reading this ebook in which it in fact modified me, affected the way I really believe.

-- Beverly Hoppe

Extremely helpful for all classes of individuals. Better than never, though I am quite late in starting to read this one. I realized this publication from my father and dad suggested this ebook to discover.

-- Adela Schroeder II