



100 Great Businesses and the Minds Behind Them

By Emily Ross, Angus Holland

Bolinda Publishing, United States, 2012. CD-Audio. Book Condition: New. Revised, Updated ed.. 163 x 137 mm.

Language: English . Brand New. This fully revised and updated edition of 100 Great Businesses and the Minds Behind Them provides an up-to-the-minute look at a diverse collection of people, their businesses and how they make their enterprises work. From risk-loving entrepreneurs Richard Branson and the boys at Google to self-starters like IKEA's Ingvar Kamprad; from one-person brands like Oprah to billionaire investment oracle Warren Buffett, this book delves into the hearts, minds and business plans of some of the world's most successful business people. Profiles include creative geniuses such as food guru Jamie Oliver, vacuum-cleaner mogul James Dyson, and accidental ice-cream entrepreneurs Ben & Jerry. This is an accessible collection of stories from Australia and around the world that offers inspiration, ideas and lessons on the principles of successful businesses. 100 Great Businesses and the Minds Behind Them looks at what makes entrepreneurs tick, what drives them, and highlights the pivotal moments in the lives of their businesses. It is a book with lasting lessons on the art of making your business a success.

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