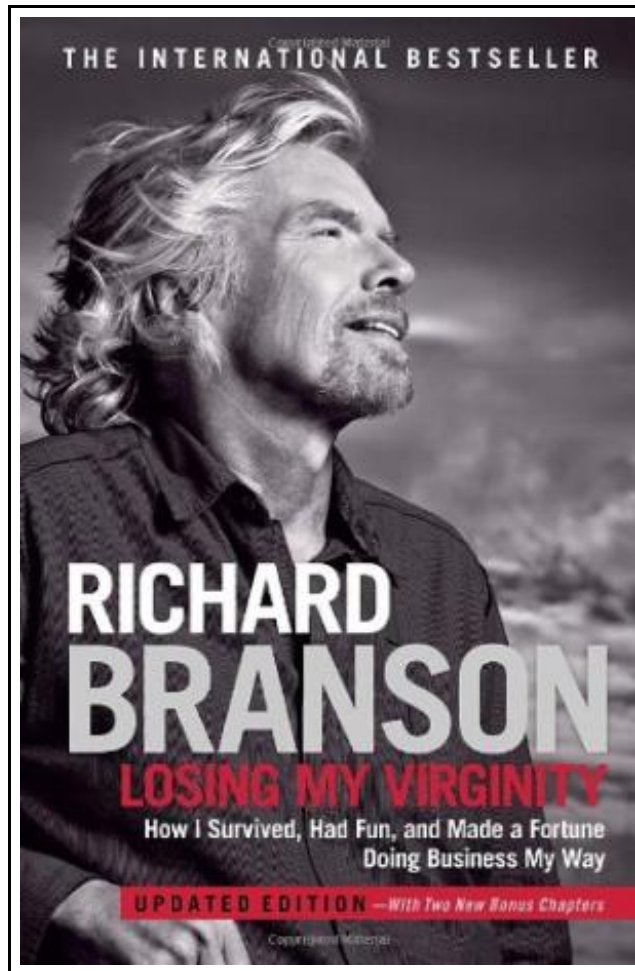


Losing My Virginity How I Survived, Had Fun, and Made a Fortune Doing Business My Way



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Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Ms. Ora Buckridge)

LOSING MY VIRGINITY HOW I SURVIVED, HAD FUN, AND MADE A FORTUNE DOING BUSINESS MY WAY



Crown Business. Paperback. Book Condition: New. Paperback. 624 pages. Dimensions: 7.8in. x 5.1in. x 1.6in. Oh, screw it, lets do it. Thats 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 were complete virgins at business, lets 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 Bransons companies--airlines, retailing, and cola are good examples--were started in the face of entrenched competition. The experts said, Dont 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 Bransons 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...



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