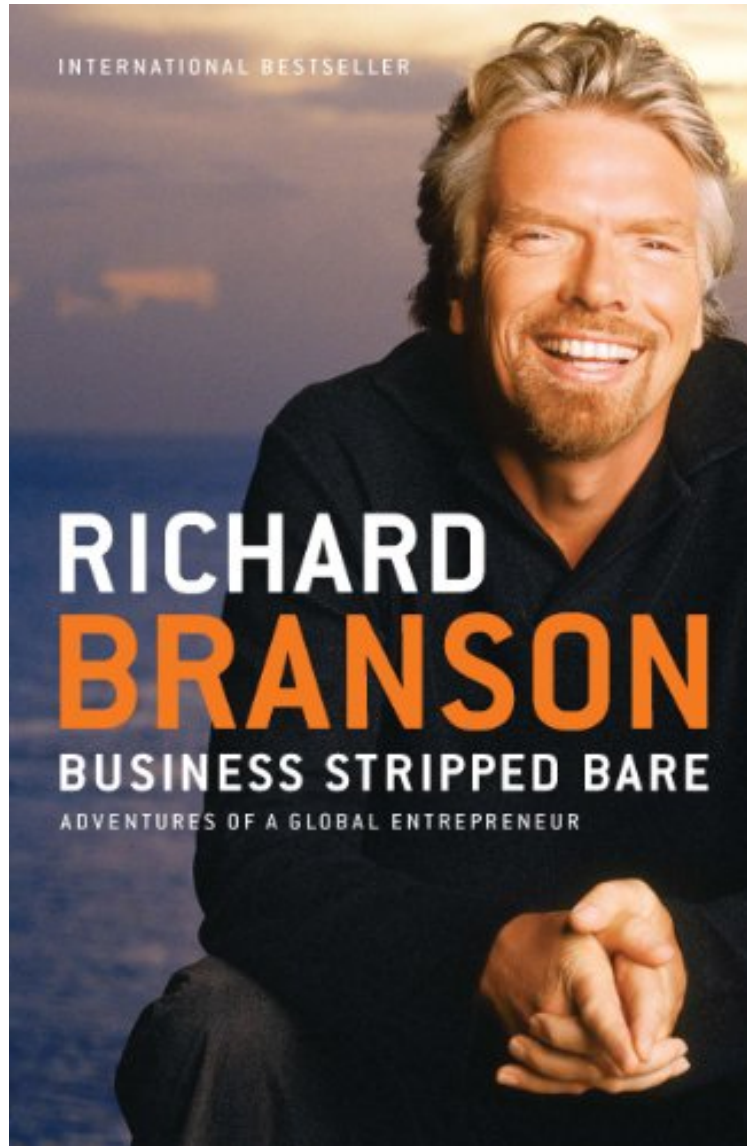


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Business Stripped Bare: Adventures of a Global Entrepreneur

Richard Branson

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Richard Branson : Business Stripped Bare: Adventures of a Global Entrepreneur before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Stripped Bare: Adventures of a Global Entrepreneur:

0 of 0 people found the following review helpful. A Bio of the Virgin BrandBy Bobby DebelakThis is less a biography of a person (which is what I thought when I picked it up) and more of a biography of the Virgin brand. Branson's resume speaks for itself—he is one of the richest men alive and thinks about business in very practical ways. This book is a little cliché at times, and I came away with the sense that, while Branson does offer plenty of criticisms, he

stops just short of the harsh ones that full disclosure demands. Nonetheless, there are real lessons here, like how to protect the downside, why to always take notes (details matter, and don't trust your memory), and test ideas in a group (reminiscent of Billion Dollar Lessons). BSB is setup as a series of case studies into each major industry that Virgin expanded into, the challenges it faced, how it handled them, and what it did well and not so well. So, while there is an overarching business philosophy at work, it arises organically out of Branson's experiences in building businesses, rather than as a series of hard rules that he mechanically applies to make piles of money. That feels real, because if it were so easy as a set of perfunctory rules, everyone would do it. Later chapters cover Branson's adventuring into charitable giving and organization building, and the beginnings of Virgin Galactic. I am not sure how much of the optimism surrounding that endeavor has changed since publication in light of recent events, but the thoughts in the book are interesting regardless.

0 of 0 people found the following review helpful. A definite must read for aspiring entrepreneurs

By Nicholas Chronias Puts things into perspective and gives good advice about business. Proof that business can do more for the world than just make profits. Branson is a proper boss, a couple of billion dollar companies, but more important his a humanitarian. A true global leader. He makes you want to be a better person, do something good through business.

0 of 0 people found the following review helpful. Thank you, sir Richard

By Robert McMullin This is a straight forward, authentic book. Sir Richard lays his history, business philosophies and adventures out for all to read. Plain and simple: He's a pioneer for the twenty-first century. Slowly others are catching on and this will change the face of business and quality of life for working people for decades to come.

"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.