



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, 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...



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