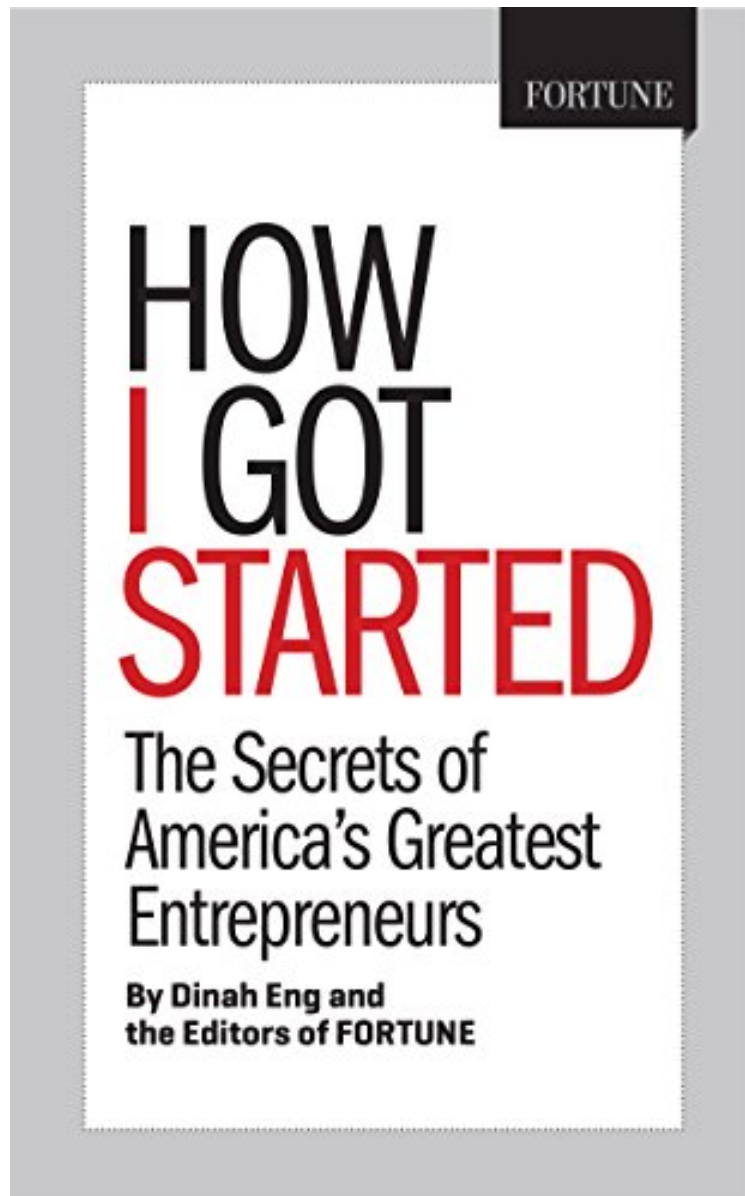


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Fortune How I Got Started

The Editors of FORTUNE Magazine

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The Editors of FORTUNE Magazine : Fortune How I Got Started before purchasing it in order to gage whether or not it would be worth my time, and all praised Fortune How I Got Started:

0 of 0 people found the following review helpful. Real stories from real people who made it.By Taka SandeThe book is a compilation of stories of entrepreneurs giving highlights on how they started their businesses. The entrepreneurs are from a diverse background, operate different types businesses and they started in all sorts of ways.The book groups

the entrepreneurs into seven sections as follows;1. Eureka moment. These grew their businesses by a discovery.2. Friends and family. Grew the business with the help of friend and family members.3. Grow what you know. These grew their businesses using special know of the product or industry.4. Think like a customer. They grew the business with the help of customers.5. The power of your people. They expanded using franchising.6. Selling on a shoestring. They had to do some tricks to increase sales.7. Perseverance. These had businesses that took a long time to turn around.If you are an entrepreneur, these inspirational stories will give you hope that you can make it. These are real stories from real people who made it.1 of 1 people found the following review helpful. Inspiring, but datedBy Liza SmithThere is nothing like grit and blood stories of those who have worked hard to build their own success stories. There is plenty here to inspire and educate those of us with raw entrepreneurial drive. One disappointing aspect is how old many of these vignettes are (10 plus years.) there are plenty of new and more relevant stories that could be written. Still, it's an overall good read.0 of 0 people found the following review helpful. Awesome bookBy DavidFantastic stories of inspiring people and their road to success. Recommend it to anyone who owns their own business or is in the process of starting their business.Great stories of trials and tribulations of business owners from all walks of life.Great Read!

Starting your own business is dauntingmdash;take heart in the wisdom of those whorsquo;ve persevered and launched some of Americarsquo;s most successful enterprises. In How I Got Started from FORTUNE Magazine, the men and women behind groundbreaking businesses tell their own stories of the creation and ascent of such icons as FedEx, Southwest Airlines, Staples, Dominorsquo;s Pizza, Crate Barrel, and many more. This collection of 26 stories offers unfiltered access to the thinking, insights and experiences that these founders needed to make businesses work: How Pleasant Rowlandrsquo;s unshakeable belief in her product gave birth to American Girl. How Jim McCannrsquo;s authenticity rescued his 1-800-FLOWERS from crippling debt. And how wanderlust, a cache of surplus clothes and a sideline flea market business inspired Mel and Patricia Ziegler to start Banana Republic. Their firsthand accounts capture the elusive alchemy required to found and nurture companies. Some started as ambitious employees who decided to strike out on their own; others nurtured their big-idea, mom-and-pop operation into a big business. Yoursquo;ll meet women who found success in unconventional ways, immigrants who pursued the American dream, the athlete who put snowboarding on the map, and more. Yoursquo;ll also find plenty of useful, practical lessons as well as inspiration to sustain you on your own quest for entrepreneurial success.