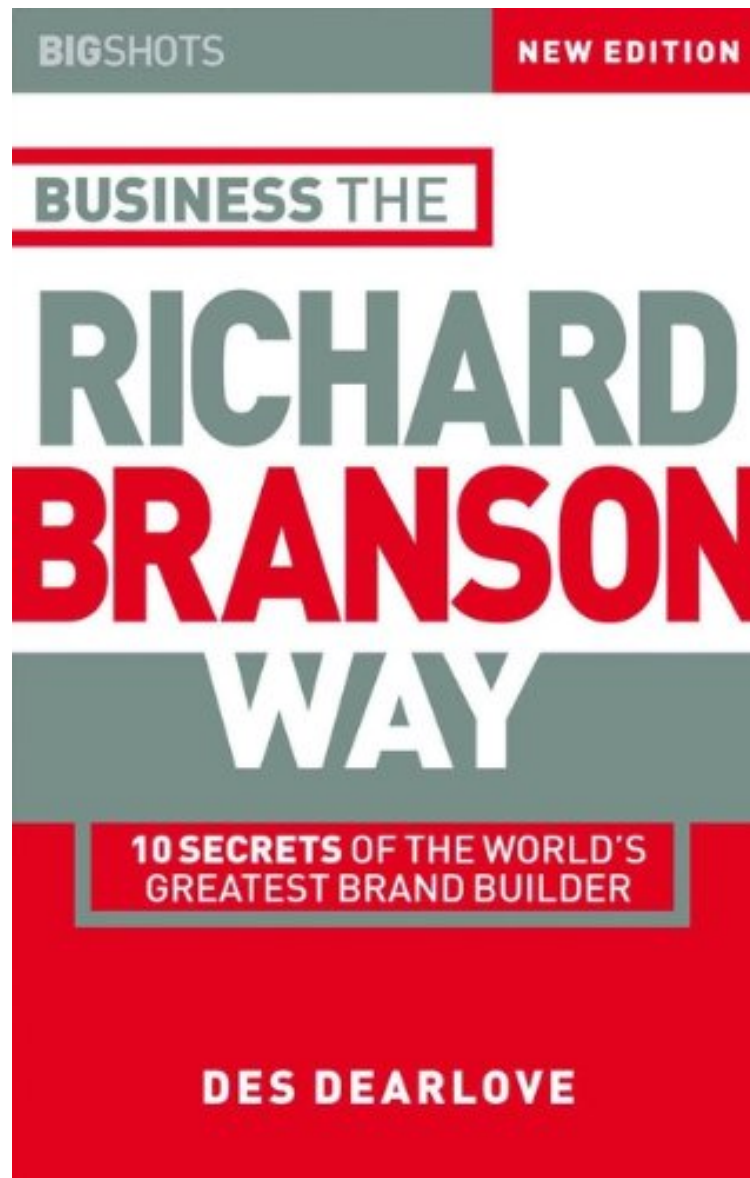


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## Big Shots, Business the Richard Branson Way: 10 Secrets of the World's Greatest Brand Builder (Big Shots Series)

*Des Dearlove*

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**Des Dearlove : Big Shots, Business the Richard Branson Way: 10 Secrets of the World's Greatest Brand Builder (Big Shots Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Shots, Business the Richard Branson Way: 10 Secrets of the World's Greatest Brand Builder (Big Shots Series):

0 of 0 people found the following review helpful. Great read about the rebel billionaireBy Alan BourneI truly believe that if you took away all of Richard's money, connections and identity he would still be a billionaire again in his lifetime. The author has show some of the things that make Sir Richard unique.2 of 4 people found the following review helpful. Kiss kiss kiss Richard Branson's butt.By West End GirlAnd that's pretty much all this book does. And truly I'd be okay with that if it were at all well written or offered ANY real insight into his method. Y'know how reality shows always spend like one-third of their air time repeating stuff they already told you? This book is like that.The King of Virgin is clearly a marketing genius. Surely there's another book that does him justice.1 of 1 people found the following review helpful. Readable, yet Branson's own books are much betterBy ServantofGodRichard Brandson is the entrepreneur I admire the most. I had read three books of his own (Losing my virginity; Screw it, let's do it; Business stripped bare) before and I had no hesitation to pick this up as soon as I saw it. However, I am quite disappointed for three major reasons. First, the 10 secrets are not solid nor insightful at all. Second, I cant feel the passion of the author to write a good book at all. Rather, it's an economic compilation of material publicly available. Third, the writing and organisation skills shown by the author is not up to the standard of his qualification as a journalist and lecturer.In short, if you can afford at most 30 minutes to know Branson and his way of doing business, this is fine. The many quotes from Branson and the summary in the end of each secret/chapter had saved the book and made me rate it a three star. For serious readers and those who really want to learn from Branson, please pick those I mentioned above.p.s. Below please find some of my favorite passages for your reference.Whenever I experience any kind of setbacks, I always pick myself up and try again. My mother always taught me never to look back in regret, and to move on to the next thing. The amount of time people waste on failures, rather than putting that energy into another project, always amaze me. A setback is never a bad experience, just a learning curve. RB pgxvBranson deliberately targets markets where the customer has been consistently ripped-off or under-served, and the competition is complacent. He delights in casting Virgin as the cheeky underdog, faster on its feet and nipping at the heels of big business. pg5If you go for big, fat, lazy brand leaders, it's often easy to offer better value for money. RB pg25Make business a crusade. Branson has a remarkable ability to clothe almost everything he does in a crusading cloak. This lends the Virgin brand moral authority. pg33Where other tycoons appear pompous and self important, Branson radiates schoolboy enthusiam. pg96Dont lead sheep, herd cats. Virgin staff are not mere hired hands. They are not managerial pawns in some gigantic chess game. They are entrepreneurs in their own right. pg109And in the centre of all the mayhem, there is always Richard Branson: usually working the telephone, charming, teasing cajoling, shouting, or in some other way trying to get someone to do something to the benefit of Virgin. pg117Every time a business gets too big, we start a new one. Keeping things small means keeping things - personal. RB pg135The Virgin Group is effective because it maximizes the entrepreneurial spirit of it staff whilst minimizing the bureaucracy of its systems. pg145Never lose the common touch. Listen to people..Dont let success go to your head - a sense of humor helps, so does being thrown into swimming pools by your staff on a regular basis...Use your customers as consultants - they know their requirements better than the McKinseys and Bains of this world. Branson knows that the little things matter. Treat everyone as an equal. Branson is more likely to be rude to the CEO of a multinational than a check-in clerk. Be what people want you to be, and dont let them down. pg156-7

Now brought completely up-to-date for this new edition, *Business The Richard Branson Way*, not only reveals the secrets of Bransons' remarkable success, but also draws out the universal lessons and identifies strategies that can be applied to any business or career. from picking on someone bigger than you to moving faster than a speeding bullet, and from making work fun to keeping the common touch, *Business the Richard Branson Way* reveals the secrets of a business superstar.

From *Library Journal*Is there anything new to say about the four high-profile corporate executives featured in this series? The work of Dearlove and Crainer, two British business writers, suggests that there is not. Their texts consist of quotes from previous books and articles held together by statements that appear to have little to legitimize them. The authors give no indication of the source of their opinions, facts, and speculation. For each executive, there are ten "secrets" on which the analysis of his management style is based. Although the other three executives are referred to in each book, there is no attempt at comparative analysis. For example, for Murdoch, ruthlessness is cited as a secret of success, with the belief that "nice guys finish second." But Branson's common touch with customers and staff alike is the key to his popularity and success. Go figure. The quality of the writing is uneven and frequently repetitious, but there is an easygoing approach that makes all four books appealing for a quick read. Undergraduate term-paper writers and casual readers who have heard these names may appreciate the one-stop biography/management style content. Graduate students, businesspeople, and other specialists will pass on these books in search of more solid content.ASusan DiMattia, "Library Journal" Copyright 1999 Reed Business Information, Inc.From the Back CoverIn the modern world of business, Richard Branson stands alone. In an era dominated by strategists, he is an opportunist. His company, the Virgin Group, is unique. Never before has a single brand been so successfully deployed across such a diverse range of goods and services. The distinctive red and white Virgin logo, it seems, is as elastic as Mates

condoms - just one of many products it promotes. Branson is the ultimate brand-builder. How does he do it? Now brought completely up-to-date for this new edition, *Business the Richard Branson Way* not only reveals the secrets of Branson's remarkable success but also draws out the universal lessons and identifies strategies that can be applied to any business or career. From picking on someone bigger than you to moving faster than a speeding bullet, and from making work fun to keeping the common touch, you have in your hands the secrets of phenomenal success.

About the Author: DES DEARLOVE is co-founder of the media content, concepts, and consulting firm, Suntop Media. He writes regularly for the *London Times*, the *American Management*, and *Human Resources*. He is the author of a number of books on management best practice, including *The Ultimate Book of Business Thinking*, *Architects of the Revolution* and *Business the Bill Gates Way*.