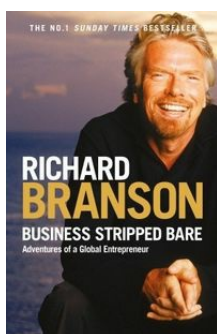


# BUSINESS STRIPPED BARE: ADVENTURES OF A GLOBAL ENTREPRENEUR

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## Peek Inside the Book

Success for me is whether you have created something that you can be really proud of. Richard Branson, Business Stripped Bare //

Good brands reflect the histories of the time and the group of people that made them. They can not be copied. They can not be recycled. Richard Branson, Business Stripped Bare: Adventures of a Global Entrepreneur //

## Reader's Opinions

The only guy to have started eight different billion dollar enterprises from scratch. Great read for what he has achieved - though not such an easy read. Good to know what did not work and some of the biggest challenges that he faced. Also towards the end - gets really exciting - with all the work on the search for the fossil fuel problem...

Great book. I enjoyed his view on business and the anecdotes about some of the ventures he started. Surely, if everyone was this engaged, the world might explode.