

Richard Branson

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SUMMARY - Business Stripped Bare: Adventures Of A Global Entrepreneur By Richard Branson - Shortcut Edition 2021-05-31

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will discover the philosophy of the company founded by Richard Branson, Virgin, and the vicissitudes of its development. *You will also discover : Richard Branson's deepest motivations; His advice for entrepreneurs; The direction he wants the Virgin Group to take; His ambition to be the "savior of humanity." *Richard Branson explains the reasons that led him to write this book: he wants to share the solutions and philosophy he has instilled in Virgin, with all entrepreneurs. One of the most important ideas for him is the fact that a company must maintain a human scale, even if one entity oversees all companies. This is the leitmotif of this book. Richard Branson also advocates simplicity: it is the only way for a company not to forget the meaning of its mission and, according to him, this is the case with Virgin. *Buy now the summary of this book for the modest price of a cup of coffee!

Richard Branson - Jr MacGregor 2018-07-31

This book reveals who the real Sir Richard Branson is. We will show you that he is not the playboy one might think he is and he is actually not as rich as people think he is - he is richer. There are a lot of errors out there in the public domain about Richard and we will bring those errors to a close in this book. When you think of Richard Branson, most would most likely think of the Virgin group or think of Virgin Airlines. It is indeed the case that the product has overtaken the man. This book will show you, without a doubt, that the man and the brand are totally unlike each other and that the man behind the brand is really a highly empathic person who, until recently, did not know how to read a Balance Sheet. What he brings to the table is not MBA level business acumen or strategy - what he brings to the table is a brand that represents unyielding quality and class. The Virgin brand is not just a group of companies that belong to Richard, it is a flagship of companies where Richard is the principal investor and lends his name to the business. This is a highly beneficial arrangement and we will show you in this book how all this came to be. From Virgin Records to his labs that do advanced energy research. It's all covered. Don't wait any longer! Scroll up and click the 'Buy Now' button now to learn more about the man behind Virgin.

Finding My Virginity - Richard Branson 2018-07-10

Twenty years after his iconic memoir *Losing My Virginity*, the world's ultimate entrepreneur is back with the rest of the story. Richard Branson's *Losing My Virginity* shared the outrageous tale of how he built Virgin from a student magazine into one of the greatest brands in history. No challenge was too daunting, no opportunity too outlandish to pursue. And each new adventure started with five simple words: "Screw it, let's do it." Now, fifty years after starting his first business, Branson shares the candid details of a lifetime of triumphs and failures and what he really thinks about his unique life and career. *Finding My Virginity* is an intimate look at his never-ending quest to push boundaries, break rules, and seek new frontiers—even after launching a dozen billion-dollar businesses and hundreds of other companies. As he led Virgin into the new millennium, Branson fearlessly expanded the brand into new categories such as mobile, media, fitness, and banking and into every corner of the globe—all while preserving its iconoclastic, scrappy spirit. He even brought Virgin into space with Virgin Galactic, the world's first commercial spaceline. *Finding My Virginity* takes us behind the scenes of the incredible brains, heart, and sacrifices that have gone into making private spaceflight an imminent reality—even after the biggest crisis Branson has ever faced. But

this book is much more than a series of business adventures. It's also the story of Branson's evolution from hotshot entrepreneur to passionate philanthropist and public servant, via Virgin Unite's environmental and health initiatives and through the Elders, a council of influential global leaders. And it's the story of his personal quest to become a better son, husband, father, and "grand-dude" to his four grandchildren. Featuring a supporting cast that includes everyone from Bill Gates to Kate Moss, Nelson Mandela to Barack Obama, this is the gripping account of a man who will never stop reaching for the stars, in more ways than one. Find out how Branson did it for the first time—all over again.

Losing My Virginity - Richard Branson 2018-06-11

The Emerald Mile - Kevin Fedarko 2014-07

An award-winning *Outside* magazine writer documents the 1983 Colorado River flood that threatened the region with a catastrophic dam failure and prompted oarsman Kenton Grua's near-suicidal effort to navigate the turbulent waters of the Emerald Mile on a small wooden dory to achieve a world speed record.

Richard Branson: In His Own Words - Danielle McLimore 2020-10-13

Richard Branson, who has been called "England's most outrageous billionaire," is also one of the world's most successful business leaders. Since the age of 16, when he founded *Student* magazine, Branson has been creating companies and finding innovative ways to grow them into the prodigious conglomerate known as the Virgin Group. At the age of 20, Branson founded a mail-order record retailer. Two years later he built a recording studio where the first artist signed to his Virgin label, Mike Oldfield, recorded the haunting soundtrack to *The Exorcist*. Decades later, industries as varied as entertainment (Virgin Music), retail (Virgin Megastores), transportation (Virgin Airlines), and telecommunications (Virgin Mobile) all bear Branson's business moniker. For the first time, the most thought-provoking, revealing, and inspiring quotes from Branson have been compiled in a single book. Updated and redesigned since its initial publication in 2013 as *Virgin Rebel: Richard Branson in His Own Words*, this new edition is a comprehensive guidebook to the inner workings of the Virgin Group chairman and founder. Hundreds of Branson's best quotes, comprising thoughts on business, music, entrepreneurship, politics, exploration, and life lessons, provide an intimate and direct look into the mind of this modern business icon.

Screw It, Let's Do It - Sir Richard Branson 2011-08-04

Richard Branson is an iconic businessman. In *Screw It, Let's Do It*, he shares the secrets of his success and the invaluable lessons he has learned over the course of his remarkable career. As the world struggles with the twin problems of global recession and climate change, Richard explains why it is up to big companies like Virgin to lead the way in finding a more holistic and environmentally friendly approach to business. He also looks to the future and shares his plans for taking his business and his ideas to the next level. Richard reveals the new and exciting areas into which Virgin is currently moving, including biofuels and space travel, and brings together all the important lessons, good advice and inspirational adages that have helped him along the road to success. This is a fantastic motivational business book that will help every reader achieve their own dreams.

Richard Branson - Mick Brown 1998

Richard Branson - Shirley Raye Redmond 2011-05-13

Author Shirley Raye Redmond examines the biographical details of a mega-magnate, Sir Richard Charles Nicholas Branson. He founded the Virgin Group, which controls more than 400 companies, but he is also a world-recognized philanthropist.

Virgin - Terry Southern 2005-09

Coordinated by famed British writer Terry Southern, this volume contains over 300 exceptional photos related to Virgin records taken by David Bailey, Anton Corbijn, and a whole host of great photographers. It also includes exclusive text from Richard Branson and his company co-founders. Quotes, stories, from, and reviews about, various of the bands and characters are featured. Styled like a scrapbook, this book can be read through from beginning to end as the story unfolds, but can also be dipped into time and again.

Beautifully designed!

Richard Branson - Dennis Fertig 2012-07

Describes the life and career of Richard Branson, from his boyhood struggle with dyslexia and his earliest businesses to his accomplishments in the music and airline fields, his adventures, and his work for the environment and other causes.

Virgin Rebel: Richard Branson In His Own Words - Danielle McLimore 2013-07-22

Richard Branson, who has been called "England's most outrageous billionaire," is also one of the world's most successful business leaders. Since the age of 16, when he founded Student magazine, Branson has been creating companies and finding innovative ways to grow them into the prodigious conglomerate known as the Virgin Group. At the age of 20, Branson founded a mail-order record retailer. Two years later he built a recording studio where the first artist signed to his Virgin label, Mike Oldfield, recorded the haunting soundtrack to *The Exorcist*. Decades later, industries as varied as entertainment (Virgin Music), retail (Virgin Megastores), transportation (Virgin Airlines), and telecommunications (Virgin Mobile) all bear Branson's business moniker. For the first time, the most thought-provoking, revealing, and inspiring quotes from Branson are compiled in a single book. *Virgin Rebel: Richard Branson in His Own Words* is a comprehensive guidebook to the inner workings of the Virgin Group chairman and founder. Hundreds of Branson's best quotes, comprising thoughts on business, music, entrepreneurship, politics, exploration, and life lessons, provide an intimate and direct look into the mind of this modern business icon.

Business Stripped Bare - Richard Branson 2010-04-06

In *Business Stripped Bare*, Sir Richard Branson shares the inside track on his life in business and reveals the incredible truth about his most risky, brilliant and audacious deals. Discover why Virgin tried to take on one of the world's biggest superbrands, how Virgin Mobile USA holds the record as the fastest company in history to generate revenues of over one billion dollars (faster than Microsoft, Google and Amazon) and how Richard is the only person in the world to have built eight billion-dollar companies from scratch in eight different sectors. Combining invaluable advice with the remarkable and candid inside stories of Virgin's greatest achievements, as well as some of its setbacks, *Business Stripped Bare* is a dynamic, inspirational and truly original guide to success in business and in life. Whether you are an executive, an entrepreneur or are just starting out, Richard strips business down to show how you can succeed and make a difference.

Mum's the Word - Eve Branson 2013-01-16

Eve Branson's life reads like a fast-paced adventure novel. A classically trained ballet dancer, she appeared in racy West End productions, disguised herself as a boy to take glider lessons, enlisted in the Womens Royal Navy Service, and then embarked on a series of harrowing adventures as a Star Girl air hostess on the ill-fated British South American Airways. Though marrying the dashing ex-Cavalry officer, Edward Ted Branson, brought her down to earth to raise three children, Eve's quest for adventure never faltered. After running several businesses, traveling the world, and doing global charity work, Eve is preparing to launch the first commercial space travelers to the edge of space in a Virgin Galactic mother ship that bears her name. In this lively, absorbing memoir part diary, part adventure story, part family history Eve Branson's formidable energy propels the reader through an extraordinary life. Along the way, she divulges some of the unorthodox but effective trade secrets behind raising one of the world's most colourful entrepreneurs.

Like a Virgin - Richard Branson 2012-09-25

It's business school, the Branson way. Whether you're interested in starting your own business, improving your leadership skills, or simply looking for inspiration from one of the greatest entrepreneurs of our time,

Richard Branson has the answers. Like a Virgin brings together some of his best advice, distilling the experiences and insights that have made him one of the world's most recognized and respected business leaders. In his trademark thoughtful and encouraging voice, Branson shares his knowledge like a close friend. He'll teach you how to be more innovative, how to lead by listening, how to enjoy your work, and much more. In hindsight, Branson is thankful he never went to business school. Had he conformed to the conventional dos and don'ts of starting a business, would there have been a Virgin Records? A Virgin Atlantic? So many of Branson's achievements are due to his unyielding determination to break the rules and rewrite them himself. Here's how he does it.

The Unauthorized Guide to Doing Business the Richard Branson Way - Des Dearlove 2009-11-18

Richard Branson, the international powerhouse entrepreneur, is an opportunist with an uncanny knack of sniffing out great deals where others hesitate or fear to tread. Branson is the ultimate brand builder and never before has a single brand been so successfully deployed across such a diverse range of goods and services. So how does he do it? *The Unauthorized Guide to Doing Business the Richard Branson Way* draws out the universal lessons from Richard Branson's remarkable success and identifies 10 strategies that can be applied to any business or career: 1. Pick on someone bigger than you 2. Do the hippy, hippy shake 3. Haggle: everything's negotiable 4. Make work fun 5. Do right by your brand 6. Smile for the cameras 7. Don't lead sheep, herd cats 8. Move faster than a speeding bullet 9. Size does matter 10. Never lose the common touch Want to be the best? The secrets of phenomenal success are in your hands. Check out the other *Unauthorized Guides* in this series: Jamie Oliver; Duncan Bannatyne; Alan Sugar; Bill Gates; and Philip Green.

Richard Branson - Entrepreneurship Facts 2016-09-13

SPECIAL DEAL!!! Buy the paperback version of the book NOW to receive the kindle version (\$2.99) for FREE! Richard Charles Nicholas Branson was born on July 18, 1950 in Surrey, England. Toiled during his school years and dropped out at the young age of 16. This turn of events actually led to the origin of Virgin Records. Began in the industry of music, Branson's initiatives and enterprises spread into many different industries, leading to Branson's status as a billionaire. His original Virgin Group currently has over 200 different companies, including a space touring company, Virgin Galactic. Branson is well-known for his adventurous spirit, such as flying in a hot air balloon across the Atlantic Ocean. This book examines some of Richard Branson's famous quotes and analyze the meaning and significance of each. Along with each quote is the real life story of how Richard Branson himself implements those same principles effectively in his life and business These quotes will focus on a variety of topics such as: Quote # 1 - On Pitching Your Business Quote # 2 - On Punctuality Quote # 4 - On Being Decisive Quote # 5 - On Communication Quote # 6 - On Fear Quote # 7 - On Social Media Quote # 8 - On Missed Opportunities Quote # 9 - On Finding Opportunities Quote # 10 - On Being Organized Quote # 11 On Taking Action Quote #12 - On Treating Employees Quote # 13 - One Taking Risks If you are into entrepreneurship and is a Branson's fan, then you cannot miss out on this amazing book.

Who Is Richard Branson? - Michael Burgan 2015-08-11

What would you do with a billion dollars? This question gets a definitive answer from billionaire Richard Branson: do everything! Born into a wealthy family in London, Branson suffered from dyslexia and was a poor student. Still, his knack for business started early with a successful parakeet-breeding enterprise at age 11. The charismatic entrepreneur launched his first major business, Virgin Records, at age 22 and spent the next few decades building the Virgin group that now includes more than 400 companies. Known for his eccentric lifestyle and trillion-watt smile, Branson's hot air balloon flights, innovative leadership, and world record attempts have made him an instantly-recognizable global icon.

Leadership of Richard Branson as an Historical Entrepreneur - Caroline Mutuku 2018-06-21

Seminar paper from the year 2018 in the subject Business economics - Business Management, Corporate Governance, grade: 1, , language: English, abstract: Richard Branson has emerged to be one of the 21st century historical entrepreneurs owing to his leadership style and personal characteristics. In the past twenty years, Richard Branson has realized remarkable recognition in the business world in which he has expanded his investment in an array of ventures. His interest in business developed long ago during his elementary education when he dropped out of school and established a mail-order business. Later on, he

transformed his mail-order business into a record label, in 1970s. It is quite surprising to learn that Branson adopted reliable business leadership approaches in his business leading to a rapid expansion (Dearlove, 2007). It was during its initial successes that Branson owned record stores, which bore the Virgin Records brand. In 1980s and 1990s, Branson extended his business venture into airlines in which he established the Virgin Atlantic Airways. In addition, he expanded his business further when he established a Virgin record label in the US. Another significant advancement of Branson's investment was the establishment of a space tourism company named Virgin Galactic. His intention for establishing this company was for reaching orbital trips around the world owing to the remarkable growth of global tourism (Walenius & Westerstål, 2010). Currently, Branson owns the Virgin Group which is valued at \$5 billion. Virgin Group consists of over 200 different companies including cellular phone companies, airlines and record labels.

Richard Branson - Hunter Wallace 2018-01-31

Sir Richard Branson is an English business magnate, investor and philanthropist. He founded the Virgin Group, which controls more than 400 companies. Branson expressed his desire to become an entrepreneur at a young age. His first business venture, at the age of 16, was a magazine called Student. In 1970, he set up a mail-order record business. He opened a chain of record stores, Virgin Records-later known as Virgin Megastores-in 1972. Branson's Virgin brand grew rapidly during the 1980s, as he set up Virgin Atlantic airline and expanded the Virgin Records music label. In March 2000, Branson was knighted at Buckingham Palace for "services to entrepreneurship." For his work in retail, music and transport (with interests in land, air, sea and space travel), his taste for adventure, and for his humanitarian work, he became a prominent figure. In 2002, he was named in the BBC's poll of the 100 Greatest Britons. In 2004, he founded spaceflight corporation Virgin Galactic, noted for the SpaceShipOne project. In November 2017, Forbes listed Branson's estimated net worth at \$5.1 billion.

Summary: Richard Branson - BusinessNews Publishing 2014-10-14

The must-read summary of Mick Brown's book: "Richard Branson: The Inside Story". This complete summary of the ideas from Mick Brown's book "Richard Branson" tells the story of the dynamic British entrepreneur and adventurer, Richard Branson. In his book, the author examines Branson's childhood, upbringing, education and how he progressively built his extremely successful business empire starting from his own record shop in London which later developed into Virgin records. This summary provides readers with a fascinating insight into the success of this inspiring, ambitious man. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Richard Branson" and discover the story behind one of the most successful entrepreneurs in the world.

The Virgin Way - Richard Branson 2014

A revelatory account of the personal factors that shaped the Virgin Group founder's unconventional leadership style discusses topics ranging from his limited education and struggles with dyslexia through his self-employment values and beliefs about listening. 75,000 first printing.

Losing My Virginity - Richard Branson 2005

Candid, funny, inspirational and often revealing about Branson's family, close friends and his personal philosophy on life and business, this long-awaited autobiography covers dramatic events such as the dirty tricks campaign and the balloon adventures.

Richard Branson's Lesson - J.D. Rockefeller 2016-03-18

Have you ever wondered why people can have similar opportunities, grow up in the same locality, go to the same school, and live in similar economy, but some can outperform others financially and excel in their craft, while others, sometimes intelligent and capable enough, fail miserably? Why are other people mega-successful and what do they have that you don't? You perhaps think that they are hiding some secret formula which gives them tremendous success. But if there is really such thing, we surely would all be using and doing it. The truth is, as what other successful individuals will also tell you, there is no secret ingredient for success. You have what it takes to achieve success- it is your decision to use what you've got and leverage it towards your good that makes a difference. To give you a clearer view, let's take a look at Richard Branson's journey towards success- A high school drop-out who followed his passion in entrepreneurship. He chose to do the things he is passionate about, which made him a mega-successful

individual today. It was his decision to follow his heart that led him to the place he is now. This book will give you a snapshot of Richard Branson's life and journey in the business landscape and the lessons from this journey. Hope this gives you something of importance. Take this lessons as your guide on your journey towards your own success.

Reach for the Skies - Richard Branson 2011-04-28

One of the world's most famous business leaders (and a well-known avian fanatic) explores the pioneers of flight. Bestselling author and billionaire entrepreneur Sir Richard Branson has always been obsessed with the skies. To promote a new Virgin Airlines route, he became the first man to water ski behind a blimp. His Virgin Galactic venture will soon offer ordinary people the opportunity to experience spaceflight aboard the first commercial spaceliner, SpaceShipTwo. In *Reach for the Skies*, Branson examines the history of aviation over the last two hundred years, putting the spotlight on trailblazers such as: *Tony Jannus, who made the first ever commercial flight over Tampa Bay, Florida, in 1914. *Leo Valentin, the "bird man" who jumped from 9,000 feet wearing a pair of wooden wings in the 1950s. *Steve Fossett, who broke 130 world records in planes, balloons, and airships. The pioneers of flight-not just the world-famous Wright Brothers, but also lesser known visionaries and dreamers-made it possible for any of us with the desire and the commitment to reach for the skies ourselves.

This is Dyslexia - Kate Griggs 2021-10-07

The future needs Dyslexic Thinking! British social entrepreneur, founder and CEO of charity Made By Dyslexia, Kate Griggs has been shifting the narrative on dyslexia and educating people on its strengths since 2004. Having been surrounded by an extraordinary 'smorgasbord of Dyslexic Thinking' her whole life, Griggs knows the superpower of dyslexia all too well. With a forward from Sir Richard Branson, *This is Dyslexia* covers everything you need to understand, value and support Dyslexic Thinking. From offering practical advice on how to support the dyslexics in your life to breaking down the 6 Dyslexic Thinking skills in adults, Griggs shares her knowledge in an easily digestible guide. *This is Dyslexia* redefines and reshapes what it means to be dyslexic. It explores how it has shaped our past and how harnessing its powers and strengths is vital to our future.

Richard Branson, Virgin King - Tim Jackson 1996

Based on interviews with Branson, his key advisers, partners, friends, and enemies -- and drawing on secret documents, letters, and court papers -- this book reveals the fascinating and gossip-filled history of both the man and his private empire.

Virgin King (Text Only) - Tim Jackson 2017-01-31

First published in 1994 and now available as an ebook. This edition does not include illustrations.

Business the Richard Branson Way - Des Dearlove 2007-03-13

In many ways, Richard Branson and his company the Virgin Group are unique. In an era dominated by strategists, Branson is an opportunist with an uncanny knack of sniffing out great deals where others hesitate or fear to tread. Never before has a single brand been so successfully deployed across such a diverse range of goods and services. Branson is the ultimate brand builder. So 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 these secrets of phenomenal success. Contents Richard Branson Revisited The Life and Times of Richard Branson One Pick on Someone Bigger Than You Two Do the Hippy, Hippy Shake Three Haggle - Everything's Negotiable Four Make Work Fun Five Do Right By Your Brand Six Smile for the Cameras Seven Don't Lead Sheep, Herd Cats Eight Faster than a Speeding Bullet Nine Size Does Matter Ten Never Lose the Common Touch How to Build a Brand the Branson Way Last Word

Richard Branson - Caleb Bennett 2020-12-18

Unveil the extraordinary story of one of the world's most unlikely and ingenious billionaires. Sir Richard Branson can never be accused of leading a dull life. Dropping out of school at 15 to pursue his magazine business, this unlikely young man would go on to become an incredible business tycoon and the owner of dozens of high-profile companies. His amazing climb to wealth and his down-to-earth personality have made

him a well-known and well-respected billionaire throughout the world. This insightful biography delves into the legacy of Richard Branson, exploring everything from his early business years and the beginning of Virgin Atlantic - which was first operated out of a houseboat - to his knighthood and ownership of over 400 companies. Inside, you'll also peer behind the curtain and discover a unique look at the man himself, including his frequent dare-devil adventures and tireless humanitarian work. Including his early support of the LGBT community, his campaigning for HIV/AIDS awareness, and his countless donations and philanthropy, *Richard Branson: The Biography of a Billionaire Business Icon* provides a fascinating new look at this extraordinary billionaire. Scroll up and buy now to discover the story of Sir Richard Branson today!

Losing My Virginity - Richard Branson 2011-06-07

The unusual, frequently outrageous autobiography of one of the great business geniuses of our time, Richard Branson. In little more than twenty-five years, Richard Branson spawned nearly a hundred successful ventures. From the airline business (Virgin Atlantic Airways), to music (Virgin Records and V2), to cola (Virgin Cola), and others ranging from financial services to bridal wear, Branson has a track record second to none. Many of his companies were started in the face of entrenched competition. The experts said, "Don't do it." But Branson found golden opportunities in markets in which customers have been ripped off or underserved, where confusion reigns, and the competition is complacent. In this stressed-out, overworked age, Richard Branson gives us a new model: a dynamic, hardworking, successful entrepreneur who lives life to the fullest. 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. Family, friends, fun, and adventure are equally important as business in his life. *Losing My Virginit*y is a portrait of a productive, sane, balanced life, filled with rich and colorful stories, including: - Crash-landing his hot-air balloon in the Algerian desert, yet remaining determined to have another go at being the first to circle the globe - Signing the Sex Pistols, Janet Jackson, the Rolling Stones, Boy George, and Phil Collins - Fighting back when British Airways took on Virgin Atlantic and successfully suing this pillar of the British business establishment - Swimming two miles to safety during a violent storm off the coast of Mexico - Staging a rescue flight into Baghdad before the start of the Gulf War And much more. *Losing My Virginit*y is the ultimate tale of personal and business survival from a man who combines the business prowess of Bill Gates and the promotional instincts of P. T. Barnum.

The Virgin Way - Richard Branson 2014-09-09

In September 2012, a YOUNGOV poll conducted in Britain found that the person British workers would most like as their manager was Sir Richard Branson. With over 40 years in business, Richard Branson is an inspiring pioneer of humanitarian projects and an iconic business leader. In *The Virgin Way: How to Listen, Learn, Laugh and Lead*, Richard shares and distills his secrets of leadership and success. Featuring anecdotes from his own business dealings, as well as his observations of many others who have inspired him - from politicians, business leaders, explorers, scientists and philanthropists - Richard reflects on the qualities he feels are essential for success in today's world. This is not a conventional book on leadership. There are no rules - but rather the secrets of leadership that he has learned along the way from his days at Virgin Records, to his recent work with The Elders. Whether you're at the beginning of your career, or head of a Fortune 500 company - this is your guide to being your own CEO (Chief Enabling Officer) and becoming a true leader - not just a boss.

Screw Business As Usual - Richard Branson 2017-04-04

From the trailblazing founder and CEO of the Virgin Group, a powerful argument for using business to make a positive impact in the world. Richard Branson, one of the world's most famous and admired business leaders, argues that it's time to turn capitalism upside down—to shift our values from an exclusive focus on profit to also caring for people, communities and the planet. As he writes, "My message is a simple one: business as usual isn't working. In fact, it's 'business as usual' that's wrecking our planet. Resources are being used up; the air, the sea, the land—are all heavily polluted. The poor are getting poorer. Many are dying of starvation or because they can't afford a dollar a day for life-saving medicine. . . . Prophesying doom and gloom is simply not my style. . . . I think business can help fix things and create a more prosperous world for everyone. I happen to believe in business because I believe that business can be a

force for good. By that I mean doing good is good for business." *Screw Business as Usual* shows how easy it is for both businesses and individuals to embark on a whole new way of doing things, solving major problems and turning our work into something we both love and are proud of.

Richard Branson - Shirley Raye Redmond 2011-05-13

Author Shirley Raye Redmond examines the biographical details of a mega-magnate, Sir Richard Charles Nicholas Branson. He founded the Virgin Group, which controls more than 400 companies, but he is also a world-recognized philanthropist.

Business Stripped Bare - Richard Branson 2011-04-26

"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.

Richard Branson - Richard Branson 2005-02-01

WEconomy - Sir Craig Kielburger 2018-03-07

***100% of Author Royalties are being donated to charity in keeping with the belief that WEconomy can indeed change the world by empowering families in developing communicates to lift themselves out of poverty with the small business training these book sales are providing. Track your individual impact on a global scale with the specific code on your book's back cover at WE.org. Your guide to 'Business with Benefits'... for All! Purpose and profit are powerful human motivators. Combined, this power can change the world. WEconomy is your guidebook to the greatest evolution in business since the assembly line. Discover the secret to achieving purpose with profit in your career and company, all while driving positive impact. Do you crave more meaning in your job? This book is your roadmap. Are you seeking to inspire employees? CEOs are discovering that purpose is the key to increasing productivity and retaining top performers. If you're in sales, unleash the power of purpose to inspire customers to be passionate brand ambassadors. If you are an aspiring social entrepreneur, learn how to massively scale your mission. Get paid to change the world — who wouldn't want to be the person doing that? Uncover the methods of megastars like Oprah Winfrey, Earvin "Magic" Johnson, and Sir Richard Branson, who make the world a better place through purposeful—and highly successful—business strategies. The stellar authorial team share in candid detail, the setbacks and achievements they experienced building successful enterprises and charities—with purpose. With the tips inside this book, you, your business, or your charity can: Find a cause that drives you and your career goals to new heights Create a job that you love and be celebrated by your peers, boss, and industry Inspire brand fanatics to stay loyal to you, your company, and your cause Add a halo to your product, grow your geographic reach, innovate for "the next big thing," engage Boomers to Gen Z, and much more! This is your blueprint for living by your personal values, achieving career success, and changing the world. Purpose and profit are the greatest human motivators. This is the definitive roadmap for bringing the power of both forces together—achieving purpose with profit in your career, company, and changing the world. Do you crave more meaning in your job? This book will give you the roadmap. Are you seeking to inspire employees? CEOs are discovering that purpose is the secret to increasing productivity and retaining top workers. If you're in sales, unleash the power of purpose to inspire customers to be passionate brand ambassadors. Everyone wants more meaning. We all inherently know that purpose is powerful, but this is the ground-breaking book to unleashing the purpose within your career, company, and life goals. This book will show you how to profit with purpose, whether you're the one calling the shots or a junior employee looking to advance. Get paid to change the world - who wouldn't want to be the person doing that?

Richard Branson - Michael Joshua 2015-10-06

When Richard Branson talks, people listen. The creator and nurturer of Virgin-everything never hesitates to offer up quality and inspirational advice - advice that is worth its weight in gold. On the flip side of this,

however, Branson has proven himself to be quite the rebel billionaire. His thoughts, points of views, and advice are not always what many people would think a billionaire would say. Branson's words on how he got to where he is and how he keeps going may not always be what you'd think. Check out Richard Branson: The Virgin Rebel Billionaire today!

Richard Branson - Dennis Fertig 2012-07

Describes the life and career of Richard Branson, from his boyhood struggle with dylexia and his earliest

businesses to his accomplishments in the music and airline fields, his adventures, and his work for the environment and other causes.

Sir Richard Branson - Richard Branson 2002

Richard Branson's life is an adventure, from record-breaking balloon flights to courtroom battles with British Airways. This autobiography of the founder of the Virgin empire, offers an insight into the private and public world of this larger-than-life entrepreneur.