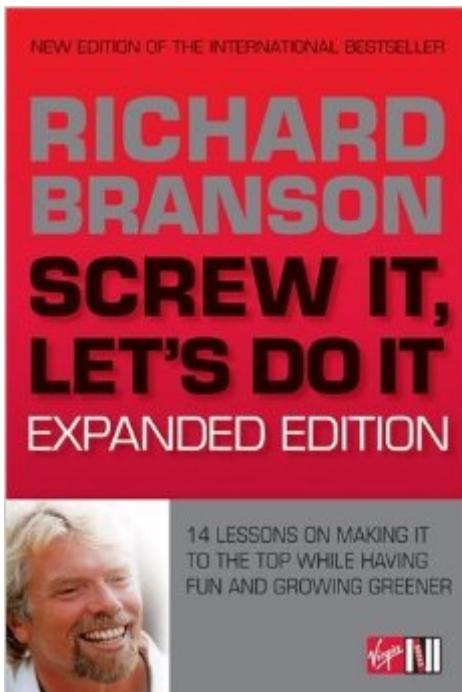


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Screw It, Let's Do It: 14 Lessons On Making It To The Top While Having Fun & Staying Green, Expanded Edition



Synopsis

The global icon shares his secrets of success and exciting plans for the future. Throughout my life I have achieved many remarkable things. In *Screw It, Let's Do It*, I will share with you my ideas and the secrets of my success, but not simply because I hope they'll help you achieve your individual goals. Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and organisations, to do no harm. I will draw on Gaia Capitalism to explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business. In *Screw It, Let's Do It* I'll be looking forwards to the future. A lot has changed since I founded Virgin in 1968, and I'll explain how I intend to take my business and my ideas to the next level and the new and exciting areas - such as launching Virgin Fuels - into which Virgin is currently moving. But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success. Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I hope that you too might find a little inspiration between these pages.

Book Information

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Customer Reviews

I would suggest to read "Losing my virginity" first so you get a better understanding of Branson's life. I did it the other way unfortunately. During his book he will tell various stories about his life that affected his way of thinking. It's a good motivation book for anyone considering his/her own

business. The most important lesson (aside other great ones) that I took with me: Do it for fun - not for money! And he is damn right. I strongly recommend this book even if you do not open your own business.

This is an enjoyable light read. While he covers his life and his lessons learned, I enjoyed catching his attitude--one of bringing fun to business. I'm on my second reading of it now--so that says something.

This is more of a pamphlet for helping the dyslexic of the world harness their power and see themselves for what they can be. Inspirational, but not my cup of tea. Author clearly didn't do much soul searching before writing this tome.

This is a very interesting and informative book. Richard Branson is not trying to sell anything; he's just explaining how he came to be what he is today. Branson is completely right that people must have fun with whatever they do. Otherwise, they will become miserable robots regretting missed opportunities one day.

In a way, like many (all?) successful people, Richard Branson is full of himself. But if you can overlook this you will enjoy reading this book and may get some lessons from it.

Great book, a lot of good information and a really interesting read. The only time where I felt like I had to work to get through this book is when he started to discuss his opinions on "Going Green" and all of that nonsense. In my opinion he should have written a book entirely about going green and the green way of life and left it out of this book, which would have been fine without it. Other than that it was a fantastic book that I would recommend to anyone who is interested in business or entrepreneurship.

This is a funny book. Easy to read. Gives you a lot of valuable advice if you are into or thinking of going into business, and an inside on the Virgin empire.

Richard Branson is the most awesome man in my opinion! He started something wonderful with just an idea and everything just grew from there! Inspiring!~

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