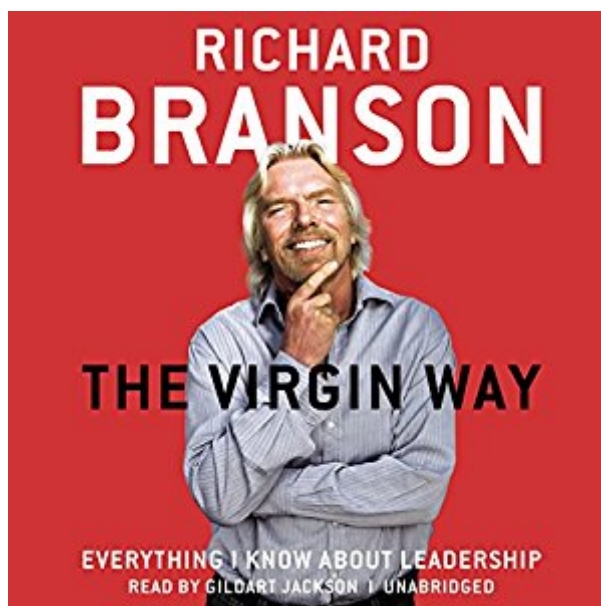


The book was found

The Virgin Way: Everything I Know About Leadership



Synopsis

While building the Virgin Group over 40 years, Richard Branson has never shied away from seemingly outlandish challenges that others (including his own colleagues on several occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the world has always dubbed (with a wink) the "Virgin Way." This unique perspective comes from a man who dropped out of school at 16, suffers from dyslexia, and has never worked for anyone but himself. He may be famous for thinking outside the box - an expression he despises - but Branson asserts that "you'll never have to think outside the box if you refuse to let anyone build one around you." This is a unique audiobook on leadership from someone who readily admits he has never read a book on leadership in his life. So expect the unexpected.

Book Information

Audible Audio Edition

Listening Length: 11 hours 29 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Blackstone Audio, Inc.

Audible.com Release Date: September 9, 2014

Language: English

ASIN: B00NF7US4S

Best Sellers Rank: #2 in Books > Engineering & Transportation > Transportation > Aviation > Commercial #3 in Books > Audible Audiobooks > Nonfiction > Transportation #10 in Books > Audible Audiobooks > Business & Investing > Careers

Customer Reviews

Nice book that teaches you to focus on what you like and never be afraid to tackle the challenges that come along the way. Some of the lessons may struggle in these tech age with stiff competition and new ideas everyday and very large money-ags ready to snuff life out of start ups - except you're in silicon valley. But i like his courage.

This book is brilliant! Richard Branson has amazing insights on how to be a true leader and how to

lead by example. Managers, especially middle management, really needs to read this book!

I have always admired Branson's Virgin Way of getting things done, and his participation at all levels. I recall a few years back him paddling a makeshift boat during Antigua's Sailing Week, falling into the water and walking out soaking wet. But that is him, getting his hands dirty in ensuring his businesses thrive. Excellent book describing how he got to where he is.

I just started the book but I am really enjoying it because I own a small company and at this moment I am in the process of turning the company over to my daughter and son in law. My reason for loving the book thus far is comparing my style of management with my children's style combined with what Richard Branson says about his style of management.

As a business owner myself, I highly recommend this book. Richard proves that you can do things right, treat people well, and still be highly successful. And, according to Richard, have a ton of fun in the process (I'm still working on that one!). Richard has an easy to read style of writing. I literally read the book from cover to cover.

Branson is a much better writer than I would have thought. The book is packed with good advice. I love hearing how he got started and proved the naysayers wrong. The stories of his youth are funny. Definitely a useful book for those wanting to improve their managerial and business skills.

Branson writes in a direct and personal, often self deprecative manner about his management philosophy. It is a philosophy grounded in the belief in the individual and the team. While he is highly selective in picking among the applicants, he bestows a good deal of guided freedom. For those of us having experience with several of his ventures, the results are true and there is little hype in what he says. His success speaks volumes

I really didn't know anything about Richard Branson or the Virgin brand. Wow His business practices and employee respect are the reason he's been so successful in very divergent fields. I wish I had known what he preaches 30 years ago!

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