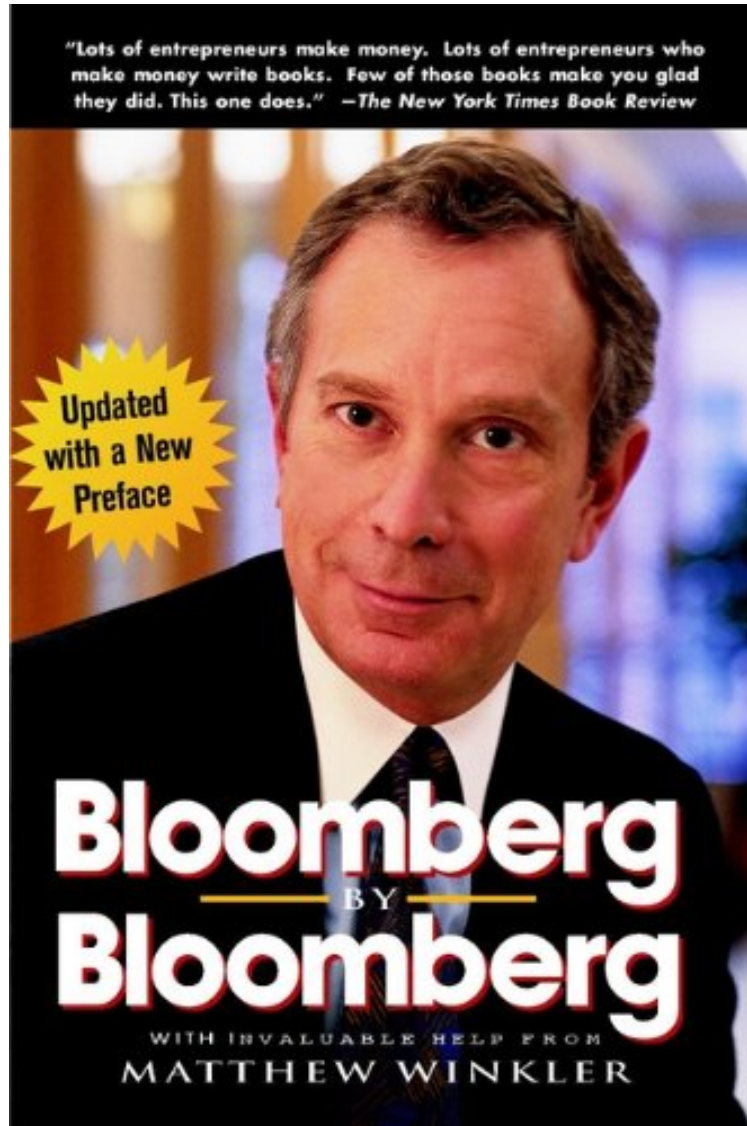


## Bloomberg by Bloomberg

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**Michael R. Bloomberg : Bloomberg by Bloomberg** before purchasing it in order to gage whether or not it would be worth my time, and all praised Bloomberg by Bloomberg:

3 of 3 people found the following review helpful. Excellent financial history bookBy J. BeydaFascinating book about the origins, and mid life of one of the greatest enterprises ever undertaken. Geek does good, and changes 3 or 4 industries in the process. The Bloomberg terminal is ubiquitous on Wall Street, Bloomberg News has become one of the most respected independent sources in the world, and market data/economic releases are the industry standard. A microscopic look at the dynamics at Salomon Brothers, and probably the greatest employee firing in history. Begs for an update by the man himself for 2015.0 of 0 people found the following review helpful. A highly recommended

autobiography of a legitimate modern-day success story By Brian Gongol Michael Bloomberg didn't run for mayor of New York City until 2001, but "Bloomberg by Bloomberg" (copyright 1997) was plainly written with the possibility in mind. Plenty of public figures have written autobiographical introductions; this one, quite fortunately, avoids most of the pure sugar-coating and actually delivers an interesting story. Bloomberg is undoubtedly a textbook case for making "luck", as the saying has it, out of the intersection of preparation and opportunity. Though co-written, it captures Bloomberg's voice with ease and contains a hefty amount of solid, no-frills business advice that makes it decidedly worth reading for anyone who takes an interest in commerce As a "how I made my millions" story, it's one of the most user-friendly -- even 20 years after its initial publication -- and Bloomberg's characteristic get-it-done style makes it an easy read. The entire book has a refreshing undertone of an unwritten but implied "Let's cut the crap. Here's what I want you to know." 1 of 1 people found the following review helpful. Great Man, Mediocre Book By Bill I am an admirer of Bloomberg. I think he's one the greatest business and government leaders of our time. Unfortunately, he is not a strong writer. Parts of this book read like an advertisement for working at Bloomberg. Other parts project coming technical changes that were probably platitudes at the time and history now.

The remarkable story of how Michael Bloomberg created a media empire "Lots of entrepreneurs make money. Lots of entrepreneurs who make money write books. Few of those books make you glad they did. This one does." mdash;The New York Times Book Review "A classic tale of a nimble, customer-focused, entrepreneurial David outsmarting bureaucratic, ossified, corporate Goliaths." mdash;Business Week "Entertaining, engaging, and informative, Bloomberg by Bloomberg is packed with great advice about how to start a lean, hungry company-and how to keep it that way." mdash;Bryan Burrough, coauthor, Barbarians at the Gate Brash, aggressive, and supremely self-confident, Michael Bloomberg, the visionary leader of the world's fastest-growing media empire, has been hailed as the new standard for what it takes to win in the Information Age. Dismissed from Salomon Brothers in 1981, Bloomberg immediately took his money and acerbic personality and started Bloomberg L.P. Bolstered by a \$30 million investment from Merrill Lynch, the company and the man have been sprinting ahead of the pack ever since. Only twenty years after founding, he's at the top of his industry. And on June 5, 2001, he added mayoral candidate for New York City to his list of accomplishments and aspirations. If elected, powerhouse Michael Bloomberg will bring his own brand of leadership-and personal style-to the city that never sleeps.