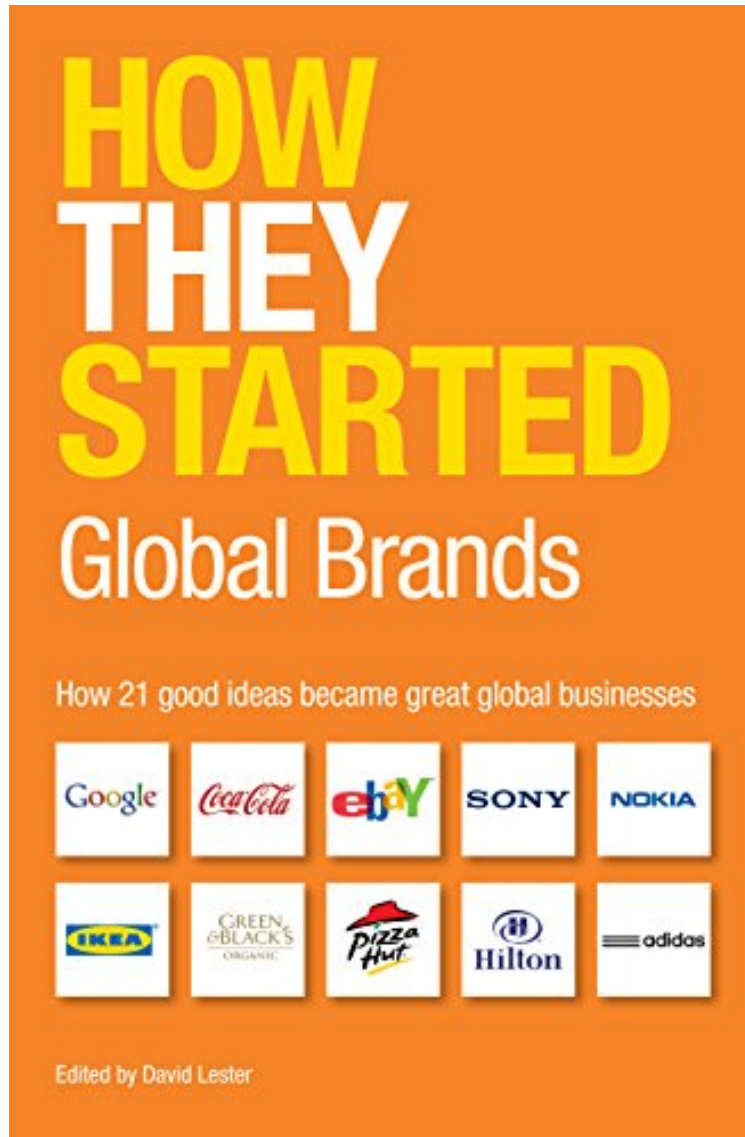


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How They Started: Global Brands: How 21 good ideas became great global businesses

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so you want to research the information in this section. Good read .0 of 0 people found the following review helpful.
Needs better proofreading
By Stephen Yeo
This book contains so many factual and grammatical errors that you have to wonder how it got finished. Several chapters, including the one on Hilton Hotels, read like regurgitated and extended press releases desperately masquerading as insights. The lineup of contributing authors is a clear example of too many cooks spoiling the broth. There is too great a variance in the style, depth and quality of writing (and research) to make reading this book an enjoyable and beneficial experience.

Lots of us have ideas we think would make great businesses. Most of us never do anything with those ideas. But for those that do, a world of opportunity awaits them. This book is about 21 people who acted on their idea, made the first steps to start their business and subsequently went on to turn it into a global brand. From Adidas and Apple to Sony and Swatch, we reveal how some of the world's biggest international businesses got off the ground, and those very first steps taken by their founders. How soon after they started did they venture overseas? Following on from the hugely successful *How They Started*, this next volume *How They Started: Global Brands Edition* takes the question one step further and asks 'How do you turn an idea in to a global business?'

About the Author
David Lester started his first business aged 22 and sold it for millions before he was 30. He has since started several other successful businesses and invested in many more popular websites for starting a business.