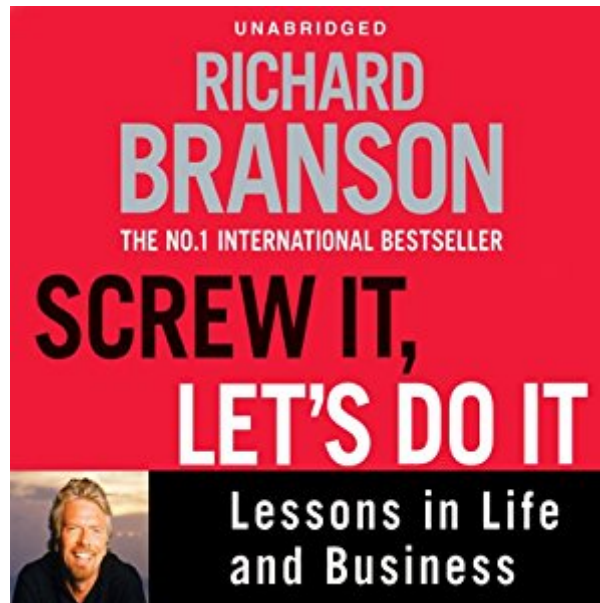




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# **Screw It, Let's Do It: Lessons In Life And Business**



## Synopsis

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 bio fuels 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 book that will help listeners achieve their own dreams.

## Book Information

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## Customer Reviews

I've always said that if you really want to learn something new go and search advice from people who are the best at what you are looking for. So... this book is a very concise but really helpful guide and anecdotes of who is considered one of the best Entrepreneurs of the world. He summons really different points of view from how he created a Magazine, his Record Company (who signed the Pistols and the Tubular Bells which is the group that created the soundtrack for The Exorcist blockbuster), his Airline Company (that strived to survive because British Airways was very competitive to them) and even how he bought an Island!!! Not to even mention that Richard was able to interview people like John Lennon or Mick Jagger whilst in his youth. The best by so far if you

want to learn on Entrepreneurship!

It's rare that I stop reading a book half way through. And with this one I really wanted to but kept going only because a friend had read it and wanted to discuss. It's filled with very generic advice (such as 'Be bold, aim high' and 'Challenge yourself') that you will find in any book of this genre. The writing itself is not very good and I found the book quite boring. There is a lot of time spent on Branson explaining how awesome Branson is.

Short, concrete, well organized, super personal. You'll read this during a short flight, but probably will hang in your mind for a lot longer... The book is a collection of Richard Branson's lessons and life mottos. Surprisingly a lot of them (probably half) were forged when he was a kid. Much of them are very stoic-like for an apparently very-loose-guy, but totally worth learning from his stories and introspection. The book is far more than a live life to the fullest, seek happiness and follow your heart kind of reading. It goes chapter after chapter collecting a list of life commandments that let you not only have a sense of how Branson is, but also how his decision making process is like and how he weights things in business (risk). In fact, I want to know more about the Branson character and probably will read another of his books. Good buy. Side note: I haven't read any other Branson's books but to me this one feels very personal and sincere. No ghost writer here I guess.

This guy is a warrior. His courage inspires me to screw all the norms of society and live my life to the fullest. Call him crazy? I call Sir Richard Branson hella brave!

I chose to read this book because I've always been intrigued by Richard Branson, some of his thought processes and business management skills. He is such a risk taker, but it very much so stems back to his childhood and upbringing. His family was quite supportive in his adventures and boy does he have many to note! I think what motivates me the most is that to know someone out there pretty much risked his life on more than one occasion to follow his heart or to give things a try. He maintained such a positive mindset throughout his ventures and didn't let anything stop him like doubt, fear, people, etc. This is definitely a quick read under 2 hours of reading and I totally recommend it to young people who are on a journey of discovery desiring to launch into the deep and for adults who have that dream in their heart (whether to run a company or to take a trip around the world) to press forth and live your life out loud and to the fullest.

Lessons from the famed billionaire Richard Branson, beginning with his modest upbringing and will to challenge the status quo at a young. From Student Magazine to Virgin Group, this book takes you on an adventure across the ocean in a hot air balloon, to castles and private islands, to jail and failure, only to conclude with the importance of character, integrity and creating a lasting impact in the world. Easy and compelling read.

"We all see farther by standing on the shoulders of giants." And Richard Branson is definitely a giant. This book, which is Richard Branson's own account of the events that led to his success are inspiring and even though he has achieved astronomical success in his life, this book does a good job humanizing him and breaking down his success into digestible parts. We all go through struggle and make mistakes, and we can all be just as successful as Richard Branson so long as we change our mentality from "I can't" to "screw it, let's do it."

Branson's life lessons are truly inspiring and put to use can lead to a beautiful experience in a world of opportunities.

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