

LOSING MY VIRGINITY

LOSING MY VIRGINITY (ISBN=9780307720740)

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作者：Richard Branson

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"Oh, screw it, let's do it."

That's the philosophy that has allowed Richard Branson, slightly more than twenty-five years, to build a vast empire of ventures. From the airline business (Virgin Atlantic), to music (Virgin Records and V2), to cola (Virgin Cola), to retail (Virgin Megastores), and nearly a hundred other ventures, Branson's success is second to none.

Losing My Virginity is the unusual, frequently cited autobiography of one of the great business leaders of our time. When Richard Branson started his first business, he decided that "since we're complete virgins, let's name it just that: Virgin." Since then, Branson has become a "rules" for success, creating a group of companies with no presence, but no central headquarters, no bureaucracy, and minimal bureaucracy.

Many of Richard Branson's companies - - airlines, cola, and retail - - were started in markets with no competition. The experts said, "Don't do business in golden opportunities in markets in which you are off or underserved, where confusion reigns, and complacent."

And in this stressed-out, overworked age, Branson offers us a new model: a dynamic, hardworking, successful

lives life to the fullest. Family, friend
equally important as business in Branson'
Virginity is a portrait of a productive,
filled with rich and colorful stories:
Crash-landing his hot-air balloon in the
remaining determined to have another go a
circle the globe

Signing the Sex Pistols, Janet Jackson, t
George, and Phil Collins

Fighting back when British Airways took o
successfully suing this pillar of the Bri
establishment

Swimming two miles to safety during a vio
of Mexico

Selling Virgin Records to save Virgin Atl
Staging a rescue flight into Baghdad befo
War . . .

And much more. Losing My Virginity is the
personal and business survival from a man
prowess of Bill Gates and the promotional
Barnum.

Also available in the UK from Virgin Publ
from General Publishing, - - From the Hardco

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Richard Branson, the founder and chairman of the Virgin Group of Companies, was born in his first business, a magazine called Student Virgin began in 1970 as a mail-order record store that expanded into over a hundred businesses in travel, entertainment, retailing, media, publishing. He lives in London and Oxford with his wife and their children, Holly and Sam. - - From

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你出版杂志，就是努力创造出某种新颖的东西，创造出某种卓尔不群的东西，它能经久不衰，并且说不定还具有某种实际用途。

从小到大，父母就教育我们要相信每个人都能让世界有所改变。

这份工作条件苛刻，要求应聘者必须非常美丽而且尚未婚配，会说西班牙语，而且还得接受护士的训练。妈妈不会说西班牙语，也不是护士，但她并不因此就泄气，她和招聘中心的夜勤人员聊了起来，结果，她就获得了参加英国南美航空公司空中小姐培训课程的机会。”

我还从没有涉足于某个行业纯粹是为了赚钱。如果赚钱是你唯一的动机，那么我想你不那么做可能反而会更富有。一桩生意必须涉及广泛，必须有趣，必须能激发你的创造本能。”

这两次冒险行动为我提升《学子》名气积累了最早的经验：我们提供活动名义和人手，另一方提供资金”

我主要依靠的是直觉，而不是对大量数据统计的研究。这也许该归结于我的阅读障碍，我不信任数字，我觉得人们能够扭曲数据来证明任何事情。”

在1984年，只有人民捷运航空公司在跨大西洋航线上提供廉价机票。我拿起电话想跟他们联系，但电话老是占线，整个早上都不能打通。我推断，人民捷运要么管理极差，要么机票供不应求。如果是前者，他们就很容易在新的竞争中成为靶子；如果是后者，那就说明新竞争对手有生存空间。整个周六，我的电话里都不断传来忙音，这让我确信，我们能够建立和经营一家航空公司。”

在经过几轮进一步咨询后，我们发现，争取40亿英镑贷款购买18架新飞机，比争取100款安装椅背电视更容易。结果，维珍大西洋公司以迄今最便宜的价格，一下子拥有了一支行业内最年轻，最先进的崭新机群。”

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书籍介绍

"Oh, screw it, let's do it."

That's the philosophy that has allowed Richard Branson to become one of the most successful entrepreneurs of our time. Losing My Virginity is the unusual, frequently hilarious, and often shocking story of how Richard Branson built his empire. Many of Richard Branson's companies -- air lines, hotels, record labels, and more -- have become household names. And in this stressed-out, overworked age, Branson's story is more relevant than ever. Crash-landing his hot-air balloon in the desert, signing the Sex Pistols, Janet Jackson, and more, fighting back when British Airways took over Virgin Atlantic, swimming two miles to safety during a violent storm, selling Virgin Records to save Virgin Atlantic, staging a rescue flight into Baghdad before the war, and much more. Losing My Virginity is the most entertaining and revealing book you'll ever read. Also available in the UK from Virgin Publishing.

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