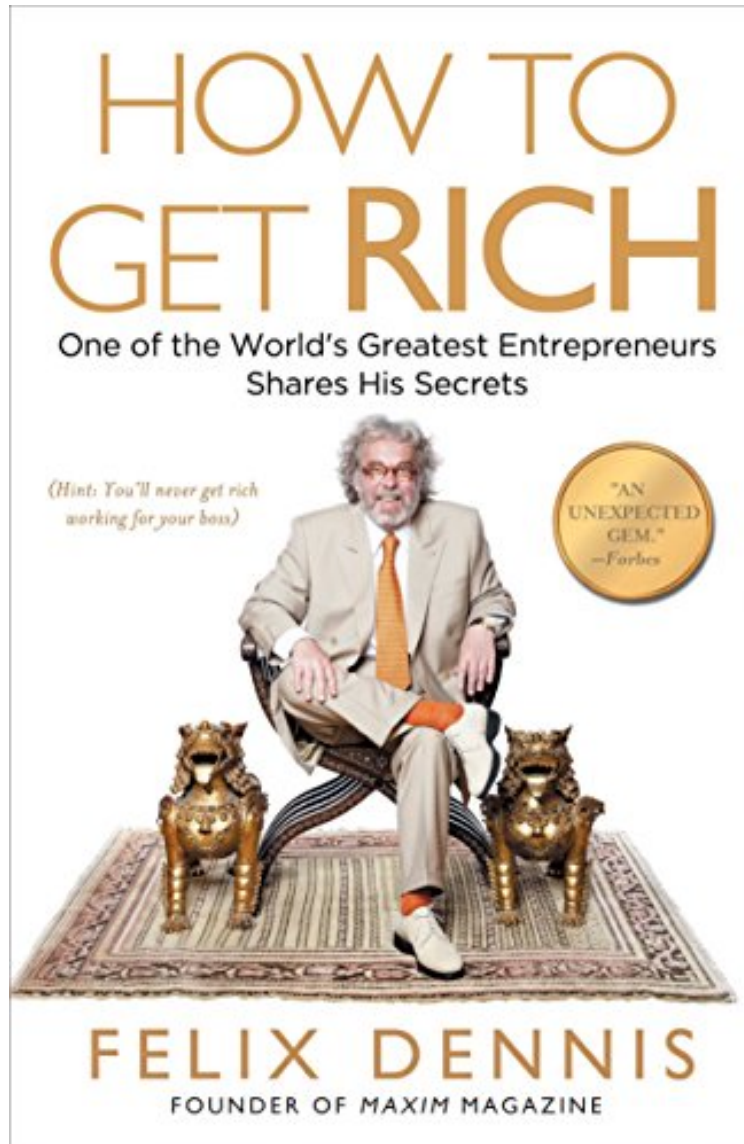


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How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Secrets

Felix Dennis

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Felix Dennis : How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Secrets before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Get Rich: One of the World's Greatest Entrepreneurs Shares His Secrets:

3 of 3 people found the following review helpful. Straight From the Horses Mouth By Dottie Randazzo I have read lots of other business books and none of them contain the truthful information you will get in this book. Felix Dennis has walked the walk and his teachings are from trial and error life experiences. Experience is the best teacher. At times he

does go on a bit of a rant, but then he can, it's his book. The solid advice makes up for his ranting tenfold. Although most of his information is centered around his experience in the magazine publishing industry, it can be applied in any business. I would highly recommend this book for anyone who is in business, thinking about getting into business for themselves or even a gift for a new graduate just entering into the business world. This book will surely give them another way of looking at the business world. I highly recommend it! 18 of 18 people found the following review helpful. Toss your skepticism aside if you're not the typical consumer of this type of book. By Andy Orrock I don't typically read books of this ilk, but my attention was called to this one by a seemingly out-of-place review in Forbes of all places. Typically, Forbes is the type to call bull-you-know-what on the business book genre, especially when they veer into the self-help arena. But Forbes reviewer Susan Adams (see June 16, 2008 edition) bravely admits that "The immense garbage heap that constitutes the business book genre yields up, every now and then, an unexpected gem. Such a book is... How to Get Rich by British magazine publisher Felix Dennis." Adams succinctly and accurately calls it "smart, concise and entertaining." She makes mention also to Dennis' special perspective on the subject ("He reminds readers that getting rich won't necessarily make them happy.") It's a fascinating, actionable read penned by a complex, one-of-a-kind character. 7 of 7 people found the following review helpful. Excellent, no BS book. By The Pope Must Diet This is an excellent book on the art of getting rich. I wish I had a book like this 15 years ago. It's filled with timeless wisdom and some painfully obvious musings as well. My only big complaint is that I think a lot of what Felix Dennis did to get rich does not necessarily apply in businesses that require a bit more brainpower--like software or technology vs. printing words and pictures on paper and finding people to buy it. Regardless, this book is pure gold--if not a bit obvious to some of us who have been around the block but are still merely "comfortably poor." I also wonder if Felix would change his opinion on Steve Jobs as he wrote it in this book circa 2006. Since the printing of this book, Jobs has transformed the entire mobile and consumer electronics industry with the iPhone and toppled Microsoft in market cap. Perhaps Felix's skeptical tone is different today. Definitely give it a read!

Felix Dennis is an expert at proving people wrong. Starting as a college dropout with no family money, he created a publishing empire, founded Maxim magazine, made himself one of the richest people in the UK, and had a blast in the process. How to Get Rich is different from any other book on the subject because Dennis isn't selling snake oil, investment tips, or motivational claptrap. He merely wants to help people embrace entrepreneurship, and to share lessons he learned the hard way. He reveals, for example, why a regular paycheck is like crack cocaine; why great ideas are vastly overrated; and why "ownership isn't the important thing, it's the only thing."

From Publishers Weekly This is not your usual get-rich-quick manual. Though Dennis, a poet (When Jack Sued Jill: Nursery Rhymes for Modern Times) and the founder of a publishing empire (including Maxim magazine), wants to help the reader rank at least among the lesser rich (equal to a net worth of \$30 million--\$80 million by his definition), he isn't himself motivated by money. With his own fortune estimated at between \$400 million and \$900 million, he doesn't have to be. Instead, Dennis wants to demystify the money-getting process, and his straight-talking, honest advice makes a refreshing change in this oversaturated field. Using humorous examples from his own business life, Dennis's advice, from The Five Most Common Start-Up Errors to The Power of Focus, might sound like conventional fare, but delivered in his signature bawdy, British style, it's altogether more entertaining--and more practical. Dennis highlights the right strategies and mindset to get readers their millions, but he won't air-brush his story or soften the bitter truth along the way. As he says, when it comes to acquiring wealth, being a bit of a shit helps. (June) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Imagine an audio with a thundering Charlton Heston--type voice imploring all listeners to fear nothing and no one. That's the essence of British poet (A Glass Half Full, 2002, and Lone Wolf, 2004) and magazine publisher Dennis's advice on getting--and staying--rich. Inspirational to the nth degree, Dennis launches his entertaining and anecdote-filled memoir-narrative with a definition of rich, from two tables showing the comfortable poor to the super-rich in wealth, either measured by cash in hand/quickly realizable assets or wealth in true net worth. (\$2.4 million, in the latter category, by the way, classifies you as the comfortable poor.) He then deliberately destroys every getting-rich myth extant. There is no great idea (witness Ray Kroc and the founding of McDonald's). And there is no luck or accident in accumulating wealth--just plain hard work and smarts. His other rules? Focus, sell before you need to, and hire talent smarter than you (among others). Common sense abounds, as do stories and snippets of T. S. Eliot, Samuel Beckett, and others, befitting a poet and a self-made man. -- Barbara Jacobs a Absorbing, provocative, and huge fun. a a "The Times" (London) a Well-founded advice based on hard-won experience. a a "Financial Times"