

[Ebook pdf] Jo Malone: My Story

## Jo Malone: My Story

*Jo Malone*

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**Jo Malone : Jo Malone: My Story** before purchasing it in order to gage whether or not it would be worth my time, and all praised Jo Malone: My Story:

3 of 3 people found the following review helpful. Entrepreneur's bible By Kindle Customer Jo Malone is one of the most successful scent entrepreneurs of modern time. Her story is a how to for anyone with an idea and the passion to develop it. I was an early customer of Jo Malone London and loved the way her beautiful scents made me feel and smell. But in the early millennium, her products seemed to change and not for the better. When I returned a bottle of perfume the sales person told me she had sold her company to a conglomerate. That was the last time I bought a Jo

Malone product. They had been changed somehow and were no longer the elegant scents I had fallen in love with. When I heard that she had started another company that would be hers alone, I couldn't wait to try her products. This is a resilient woman with a passion and there is no doubt in my mind she will enjoy another "second act" making beautiful scents. Her story is fascinating. She is someone in whose success the reader rejoices. Highly recommend this book..1 of 1 people found the following review helpful. A good read By MadelineJo Malone writes an inspiring, interesting story about her life and her business.1 of 1 people found the following review helpful. Five Stars By Customer Really motivating and inspiring to read!!

Known around the world for her eponymous brand of fragrances and now her brand-new venture Jo Loves (soon to debut in the US), Jo Malone tells the remarkable and inspiring story of her rise from humble beginnings to beloved business success. Jo Malone began her international fragrance and scented candle business in 1983 from her kitchen, where she made bath oils as thank-you gifts for her facial clients. She opened her first store in London in 1994, and in 1999 she sold the Jo Malone London brand to Estee Lauder Companies. Recently, she launched a new brand, Jo Loves, igniting the excitement of fashion and beauty converts all over the world. Raised in government-subsidized housing in Kent in the early 1960s, Jo Malone left school as a teenager to care for her mother after she had a stroke. Jo had not been successful in school because of her dyslexia, but she had the ability to see and feel everything in scent. Her at-home beauty business and hand-made products became popular, and word of her talent spread until an international brand was born. After the sale of her company and the birth of her son, she was diagnosed with breast cancer and underwent treatment in New York. Thus began the second chapter of her life, and in this memoir, Jo tells her full amazing and inspiring personal story.

ldquo;Inspiring...a testament to the power of ambition and the joy of following your dreams.rdquo;  
(People)"Malone's rags to riches story of entrepreneurial success is inspiring, courageous, and brutally honest."  
(Nylon)ldquo;Inspiring.rdquo; (Redbook)"Instantly engaging and relatable....Malone uses evocative language that sure to ignite readers' senses of smell and sensation to an extent that's rare in nonfiction. nbsp; This book is easily recommendable...to entrepreneurs, creative types, and those who love an inspiring story of human spirit and chutzpah." (Booklist, starred review)"The author provides a solid narrative detailing the difficulties and rewards encountered while creating a business from the ground up....A moving and revealing account of the author's passion for business and personal success." (Kirkus s)"She describes with intimate detail how she succeeded in creating a global brand as an ambitious and tireless entrepreneur. With a humble tone, she offers wisdom and important lessons on starting a business and achieving international success. She candidly explores all facets of her life, including postpartum depression, surviving breast cancer, and enduring a dual mastectomy and months of chemotherapy. Her story is full of tender moments and hope. This book will excite aspiring entrepreneurs seeking inspiration." (Publishers Weekly)About the AuthorJo Malone has been described as an ldquo;English scent maverickrdquo; and the woman responsible for creating some of the world's most-loved fragrances for her first brand, Jo Malone London. In 1999, Jo sold the business to Estee Lauder Companies and remained Creative Director until she left in 2006. In November 2011, she launched her new brand Jo Loves. Recognized for her industry expertise, Jo regularly shares her brand building experience and passion for business and creativity to audiences around the world, in addition to consumer publications, radio, and TV. She is the author of Jo Malone: My Story.