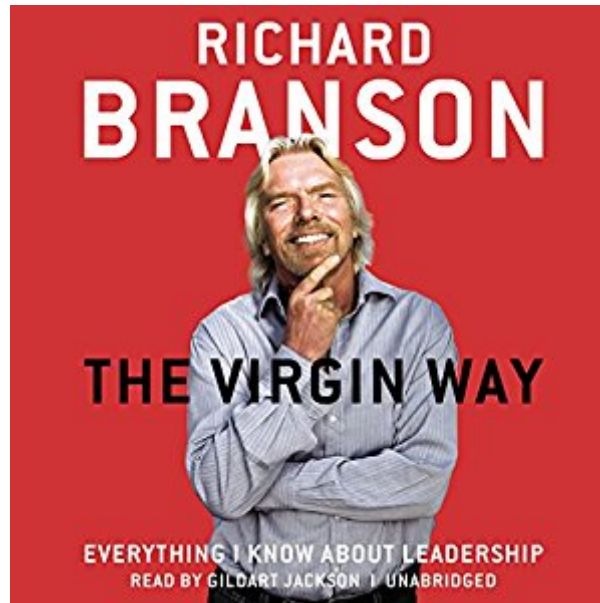


The book was found

The Virgin Way: Everything I Know About Leadership



Synopsis

While building the Virgin Group over 40 years, Richard Branson has never shied away from seemingly outlandish challenges that others (including his own colleagues on several occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the world has always dubbed (with a wink) the "Virgin Way." This unique perspective comes from a man who dropped out of school at 16, suffers from dyslexia, and has never worked for anyone but himself. He may be famous for thinking outside the box - an expression he despises - but Branson asserts that "you'll never have to think outside the box if you refuse to let anyone build one around you." This is a unique audiobook on leadership from someone who readily admits he has never read a book on leadership in his life. So expect the unexpected.

Book Information

Audible Audio Edition

Listening Length: 11 hours and 29 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Blackstone Audio, Inc.

Audible.com Release Date: September 9, 2014

Whispersync for Voice: Ready

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Best Sellers Rank: #3 in Books > Engineering & Transportation > Transportation > Aviation >

Commercial #5 in Books > Audible Audiobooks > Nonfiction > Transportation #11 in Books >

Audible Audiobooks > Business & Investing > Careers

Customer Reviews

Easy to read, funny and inspiring. Richard Branson provides us his views on what makes his company i.e. Virgin Group different and a success. A few other successful companies and visionaries were also mentioned in the book such as Apple, Google, Elon Musks, Steve Jobs etc. Below are nice quotes that I would like to share under each of the 4 categories. (Listen)- Listen - it makes you sound smarter.- Listen and keep notes.- A really skilled listener not only takes in what

has been said but will also hear what has not been said. The unspoken word.- How do you look to your customers.- Simplicity wins every time.- Keeping it short goes a long way.(Learn)- Lunch Boxes - There is a lot of ancient and still valid symbolism involved with breaking bread together.- Defining Leadership - The demarcation lines that any form of elitism creates can only serve to harden the walls of departmental silos that need to be softened not reinforced.- Good versus Evilution •.- Fortune favours the bold.- Luck is what happens when preparation meets opportunity.- An atypically customer-focused operation.- Donâ™ always go to the biggest dogs - What counts is not necessarily the size of the dog in the fight - itâ™s the size of the fight in the dog.- Everybody better off.- The smartest thing I ever did in the early going was to hire my weaknesses.- A CV is just a piece of paper.- Look for someone with a sense of humour, who is fun, friendly and caring, because that is a person who likely understands teamwork and will help others.(Laugh)- One hundred per cent down to the people-first culture.- Everything begins and ends with our people.

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