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Business Adventures: Twelve Classic Tales from the World ...

These are just a few of the important lessons you'll learn in John Brooks's Business Adventures: Twelve Classic Tales from the World of Wall Street. Along the way, you will also find out why, after receiving this book as a gift from Warren Buffett, Bill Gates considers this his favorite book ever.

Business Adventures Summary - Four Minute Books

Business Adventures: Twelve Classic Tales from the World of Wall Street Description Presents twelve stories of success or disasters among prominent companies, including the disastrous Ford Edsel, the rise of Xerox, and the scandal at General Electric. Are you looking for place to read full E-Books without downloading?

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John Brooks published Business Adventures: Twelve Classic Tales from the World of Wall Street in 1969 (the year I was born). The book surely sold well at its inception, but a recent plug by Bill Gates (who quotes Warren Buffet as saying its the best book on business he's ever read) has taken the reissued paperback to the top of the sales lists in business commerce.

Business Adventures: Twelve Classic Tales from the World ...

Business Adventures : Twelve Classic Tales from the World of Wall Street. by John Brooks. Overview -. "Business Adventures remains the best business book I've ever read." --Bill Gates, The Wall Street Journal. What do the \$350 million Ford Motor Company disaster known as the Edsel, the fast and incredible rise of Xerox, and the unbelievable scandals at General Electric and Texas Gulf Sulphur have in common?

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