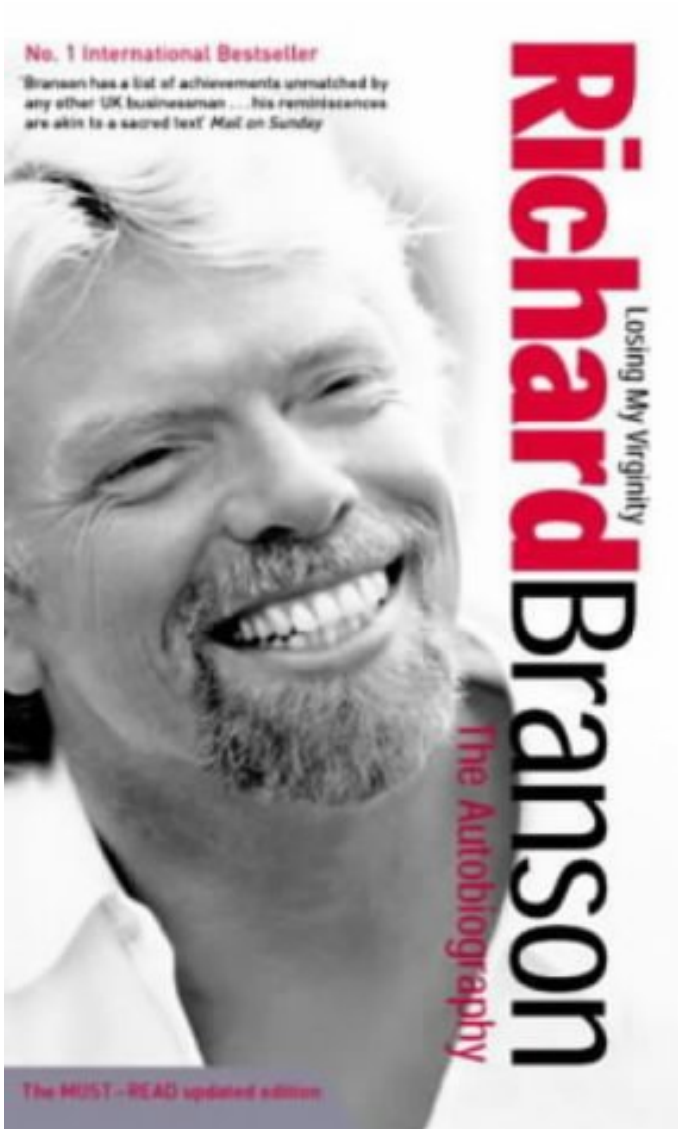

Richard Branson

Losing My Virginty



Title: Losing My Virginty

Author: Richard Branson

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Description

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

That's the philosophy that has allowed Richard Branson, in slightly more than twenty-five years, to spawn so many successful ventures. From the airline business (Virgin Atlantic Airways), to music (Virgin Records and V2), to cola (Virgin Cola), to retail (Virgin Megastores), and nearly a hundred others, ranging from financial services to bridal wear, Branson has a track record second to none.

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

Many of Richard Branson's companies--airlines, retailing, and cola are good examples--were started in the face of entrenched competition. The experts said, "Don't do it." But Branson found golden opportunities in markets in which customers have been ripped off or underserved, where confusion reigns, and the competition is complacent.

And in this stressed-out, overworked age, Richard Branson gives us a new model: a dynamic, hardworking, successful entrepreneur who lives life to the fullest. Family, friends, fun, and adventure are equally important as business in Branson's life. Losing My Virginity is a portrait of a productive, sane, balanced life, filled with rich and colorful stories:

Crash-landing his hot-air balloon in the Algerian desert, yet remaining determined to have another go at being the first to circle the globe

Signing the Sex Pistols, Janet Jackson, the Rolling Stones, Boy George, and Phil Collins

Fighting back when British Airways took on Virgin Atlantic and successfully suing this pillar of the British business establishment

Swimming two miles to safety during a violent storm off the coast of Mexico

Selling Virgin Records to save Virgin Atlantic

Staging a rescue flight into Baghdad before the start of the Gulf War . . .

And much more. Losing My Virginity is the ultimate tale of personal and business survival from a man who combines the business prowess of Bill Gates and the promotional instincts of P. T. Barnum.

Insightful reviews

Alicia: What type of person would you imagine Richard Branson to be? That's exactly how he came across in his auto-biography. Cheeky and sensationalist.

It was interesting to read how his businesses developed and how he sought to take on the big dogs, namely British Airways and GTech lottery. The hot air balloon adventures were also fascinating.

Branson is dyslexic, which gives insight into his business success. His brain had to develop ways to 'get around the system' to function properly in life and school. This system of innovative thought is second nature or instinct to Branson. He oftentimes referred to the fact that he can size up a business proposal or person in the first 30 seconds. I attribute this to how his brain developed ways to cope with dyslexia.

The last 100 pages were rambling and boring. A semi-interesting read that makes me want to give Virgin Airways a try at least once.

Malik: This is an inspiring autobiography about how wealthy business tycoon who in his young years was not a very good academic student, or a good sports player still was still able to be successful in the world. Even in his years of having his own business, he was faced with major competition and the Virgin franchise was on the verge of bankruptcy he did not give up, he just kept on adapting and modifying the way he did business to stay competitive with other companies. However, some might say that business is boring, but Richard makes it interesting by going on antics whether it be drugs or hanging out with punk rock stars. The most interesting thing about this book is how Richard not only sees business opportunities everywhere around him, but that he puts it in action so quickly. This is a truly inspiring book that I think anyone should read

Srinivas: Branson is one of the very few people, about whom I started with a low opinion and ended up admiring greatly.

I think I first noticed Branson when he came to Mumbai (in 2003?) to promote VirginAir; Well he was all over the place, on top of the plane posing with models, in the Mumbai local with 'Dabbawalahs'; obvious marketing stunts; According to my worldview at that time, those public stunts were reason enough to not take him seriously.

I think it was Atanu's admiration of him that tipped me to the great personality of Branson; It all starts with Atanu spotting a VirginAtlantic's plane named 'Tubular Belle' in an airport. He admires Branson's 'zany' sense of humor, and goes onto explain where that name comes from, the album 'Tubular Bells' that made a lot of money for Virgin Music. He goes onto talk about Branson's book 'Screw it, let's do it'.

Branson presents his story pretty honestly in this book. He candidly mentions how he duped customs to evade taxes on few truckloads of records during the early days of his record business. He eventually gets caught, and that experience teaches him a great lesson never to play with law.

His adventures traveling around the world in a hot air balloon are really amazing. 'Virgin

Galactic' speaks of the great vision, and audacity of the man.

The story of how he had become the owner of Necker Island has several gems:

He gets stranded in an airport in the caribbean(?); it was the initial days of *Virgin Music*, and he doesn't have a lot of money. He hires a charter plane to go to his destination, sells the seats on the plane to other stranded passengers.

The asking price for Necker was around £5 million (?), he doesn't have money even remotely close to that range. He offers £150,000(?). The estate agent almost throws him out of that place. Eventually, the owner of the Necker sells it off to Branson for around £200,000(?).

Stoil: I approached this ebook with the expectancy that it'd be a slightly boring autobiography of a super-successful businessman. i could not were extra wrong. Sir Richard's ebook is written in a fashion as regards to an action-adventure motion picture with plenty of suspense. whereas reading, i discovered myself rooting for the Virgin part many of the time, the publication is so gripping. In the beginning, i could not relatively settle for Richard Branson's tackle company as doing it and having enjoyable on the comparable time. However, the way in which his ebook is written, i think that now I comprehend this fun-in-business approach. Overall, I loved this booklet very much. It information Sir Richard Branson's existence as intertwined with the Virgin business, in addition to his boating and ballooning adventures. i might suggest it to a person who want to learn about how Virgin obtained the place it's today, in addition to those who are looking to examine the area of commercial from a distinct perspective.

Erwin: Loosing My Virginity Excellent autobiography. Mr. Branson has much in universal with Sam Walton and Ray Crock, other than Mr. Branson has a extra magnetic character that he is used to his virtue within the age of mass media. like every nice men, he's a guy of his time, and used his adventurous rebellious personality to advertise himself and his brand. His tale is insightful, motivational, and extra importantly - useful. Like Walton and Crock, Branson's progress regularly was once taking place with bankers within the historical past knocking at his door - up until eventually he offered Virgin files for over \$1B USD (mostly cash) and accordingly had the forged collateral to borrow and do no matter what he wanted. There aren't many classes for an entrepreneur to profit from Branson's publish "Virgin Records" sale, and he admits that --- few are ever lucky sufficient to make it to that scale. However, he issues out many practical, no nonsense administration ideas. Most importantly, Branson continually keen on his employees, on operating tough and having fun, and on residing as much as excessive company criteria - even if British airlines truly employed deepest investigators and PR groups to smash his image, creditability and finally his skill to finance Virgin Airlines. If you wish one other reminder to: SCREW IT, LET'S DO IT - then provide Branson's autobiography a read. i'm going to certainly re-read this one a few day.

Otis Chandler: I realized significant issues from this book: the ability of branding, and the truth that Richard Branson has balls of strong steel. Branson is among the nice marketers of our era, and it used to be actually inspiring to listen to his tale in his personal words. a child who skipped collage and dove directly into business, and time and time back proved he can prevail with loads of will, determination, and his maverick skill to take giant bets and win. Bransons' good fortune is little short of inspirational. I had no proposal until eventually studying this how strong

the Virgin model is, or what number companies they've got long past into. They successfully functionality like a VC, other than in addition they lend their model (and possibly a few infrastructure too). every one company is a subsidiary, given its leaders the liberty to maneuver quickly and attain their objectives with no being slow down via desiring permission from the mummy ship. this is often brilliant. some of the companies additionally supplement one another in economic methods - corresponding to how Virgin trip and Virgin Atlantic complemented each one other. Branson is a risk-taker. while Virgin files was once approximately to expire of cash, rather than scraping what he had left to limp on, he scraped it jointly to make a tremendous bet. it is a bit like going all-in in poker whilst your chips have become low - greater than wasting slowly!"I have continuously believed that the one solution to take care of a funds situation isn't to agreement yet to aim to extend out of it."But the adaptation with Branson is that he did not take the dangers blindly. whilst he all started the airways he spent enormous attempt leasing the airline for 12 months and proscribing his downside. it's only via being daring that you just get anywhere. when you are a risk-taker, then the paintings is to guard the downside."One factor I enjoyed approximately Branson, is he was once now not afraid to bluff. This was once first illustrated early within the booklet when, studying a few plot to strength him out of Student, he acted pre-emptively and instructed the chief that he had already switched the groups brain - while as an alternative he had no thought how a ways alongside the plot really was. We see this time and time back - Branson is ready to divine the place issues are going, and negotiate on issues he is not even entirely convinced about. Branson specified loads of his loopy ballooning adventures, which I wasn't so into. i wished to listen to how he outfitted Virgin. even if I did delight in that his ardour for ballooning did bring about numerous advances in plane technology. The finish of the ebook went right into a lot of element of ways Branson is giving again to the area - which I recognize much - any billionaire worthy their salt should still do that, however it used to be nice to work out him embody the demanding situations with an analogous zeal he embody business. From weather switch to Virgin gas to Virgin Galactic, Branson is pondering tough approximately our planet and the place its going and the way to get us there. And of course, if Virgin gas does good it's going to purely aid his airline enterprise - so now not a nasty bet.

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