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Book Summary: Business Adventures by John Brooks

Originally published between 1959 and 1969, Brooks chronicles 12 business war stories, including four highlighted here: the spectacular rise of Xerox, the equally spectacular fall of the Ford Edsel, a landmark insider-trading case, and corporations' attempts to protect trade secrets by keeping their employees from going to work for their competitors.

Business Adventures Free Summary by John Brooks

Business Adventures is well written, as John Brooks is able to tell these stories entertainingly by emphasising funny dialogues, and his generally great way with words. Brooks takes a human interest angle and describes the character of key people not just the facts, and thus adds a richness to each 'adventure'.

Business Adventures by John Brooks - Goodreads

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I followed the herd and read Business Adventures (by the late John Brooks, originally published in 1969) over the summer like many others did after learning the book was Bill Gates' favorite all-time business book (even better, it came recommended to him from none other than Warren Buffett).

Business Adventures Book Summary - Active Investing

I originally purchased this book because of Bill Gates' affinity towards it, and I must say, "Business Adventures" did not disappoint. Each story is a rich tale given in eloquent prose by John Brooks about the machinations of industry and the men who controlled it in the 1950's and 1960's.

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

Business Adventures is as much about the strengths and weaknesses of leaders in challenging circumstances as it is about the particulars of one business or

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another. In that sense, it is still relevant not despite its age but because of it. John Brooks's work is really about human nature, which is why it has stood the test of time.

The best business book I've ever read | Bill Gates

Business Adventures Twelve Classic Tales from the World of Wall Street John Brooks. Contents 1 The Fluctuation THE LITTLE CRASH IN '62 2 The Fate of the Edsel A CAUTIONARY TALE 3 The Federal Income Tax ITS HISTORY AND PECULIARITIES 4 A Reasonable Amount of Time INSIDERS AT TEXAS GULF SULPHUR

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

Business Adventures PDF Summary by John Brooks is a collection of tales about business adventures of twelve big companies. Take notes and find more about their endeavors and what leads to success or disaster.

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7 Key Lessons from Business Adventures: Bill Gates's ...

Business Adventures details 12 critical moments in American industry, but perhaps above all — it teaches lessons about people. How they act, what makes them thrive and flounder, and what devilry they're likely to get up to if left to their own devices.

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important people in the book. -Summary and analysis of all the chapters in the book. -Key Takeaways of the book.

Summary of Business Adventures: by John Brooks Includes ...

Business Adventures was initially written in 1959, so how could it possibly offer value today? This book offers time-tested lessons from the world's largest corporations, many of which are still around and flourishing today. This summary extracts and outlines the richest case studies from the book.

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

Business Adventures, by John Brooks, is the best business book I've ever read. Unfortunately, it is not easy to find. The book went out of print in the early 1970s. The original publisher is out of business, and Brooks died in 1993. But his family kindly agreed to provide one chapter as a free e-book, which you can download below.

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Here's a chapter from my favorite business book | Bill Gates

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