

# [PDF] Losing My Virginity: How I've Survived, Had Fun, And Made A Fortune Doing Business My Way

**Richard Branson - pdf download free book**

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**Books Details:**

Title: Losing My Virginity: How I've

Author: Richard Branson

Released: 1999-10-19

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Pages: 416

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**Description:**

In this autobiography, Virgin Group founder Richard Branson says one of his prime business criteria is "fun." Fun made Branson a billionaire, and few business memoirs are one-billionth as fun as Branson's, nor as niftily written. Not only does it relate his side of near-death corporate experiences, it tells how the chairman literally cheated death by gun, shipwreck, and balloon crash.

Branson's empire--now encompassing interests in an airline, pop music, soda pop, e-commerce, and

financial services--began when the dyslexic 16-year-old dropped out of school in 1968 to found the British magazine *Student*. His headmaster said, "I predict that you will either go to prison or become a millionaire." Briefly imprisoned for dodging customs selling records, Branson got his first million by releasing , a maverick recording all the stuffy executives rejected. (1998's puts the series' sales over 20 million.)

Despite wild tales of Branson's wife-swapping and fleeing naked from Branson's studio at gunpoint with another man's woman, the most shocking parts of the memoir concern British Airways' James Bond-like "dirty tricks" campaign against Virgin Atlantic, resulting in the biggest award for damages in English history.

Though it's filled with famous names, witty quotes, and pulse-pounding accounts of lunatic balloon adventures, it is as a business thriller that the book really scores. His instinctive bet-the-ranch tactics could cost him all, or earn another billion. Either way, Branson will likely remain the most entertaining entrepreneur in Europe. --*Tim Appelo* --This text refers to an out of print or unavailable edition of this title.

**Review** "Richard is good-looking and very smart, which is sexy to start with. He also makes a billion dollars before breakfast—and still knows how to have fun."

-- Ivana Trump

"Few people in contemporary business are as colorful, shrewd, and irreverent, and probably no one's nearly as much fun to be around. . . . Branson embodies America's cherished mythology of the iconoclastic, swashbuckling entrepreneur."

-- GQ

"Branson wears his fame and money exceedingly well: no necktie, no chauffeur, no snooty clubs. . . . What continues to set Branson apart is the unique -- and, to some, baffling -- nature of his ambition. . . . He isn't interested in power in the usual sense of influencing other people. . . . Boiled down to its singular essence, Richard Branson just wants to have fun."

-- Newsweek

"Branson, a self-described 'adventure capitalist,' is a business-creation engine who was clearly born in the wrong place. . . . Those business instincts are matched by an ability to motivate people who work for him. And who wouldn't want to -- Branson seems hell-bent on making sure that everybody, but everybody, is having as much fun as he is."

-- Time

"Richard Branson . . . is dressed to the nines: in a \$10,000 white silk bridal gown with a traditional veil and train and acres of lace. . . . Branson is expected to do the unexpected, even the bizarre -- anything to publicize his latest venture. . . . The fact is, Branson's widely reported stunts seem almost staid compared to the unconventional way he manages his burgeoning empire."

-- Forbes ASAP

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