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Business Adventures Twelve Classic Tales

The book details twelve stories from the business world, mostly occurring in the 1950s and 1960s. These stories cover such subjects as the infamous failure of the Ford Edsel, the experience of a few large companies' stockholders meetings, the rise of Xerox, a particularly fluctuating market in May 1962, among others.

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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.

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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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