

# Copy This!



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在线阅读本书

A charismatic, heart-warming business memoir that's filled with life lessons on overcoming obstacles, *Copy This!* is a book for every business owner looking to grow a company, every manager helping his team perform, every visionary trying to launch a new idea and for every mother and father of a child suffering from dyslexia or Attention Deficit Hyperactivity Disorder. Because *Copy This!* is the story of how Paul Orfalea opened a small copy shop called Kinkos in 1970 and turned it into a \$1.5 billion-a-year company, while barely being able to read, write, or sit still through a business meeting. Here is the story of a dyslexic, hyperactive boy who flunked out of two grades yet succeeded in using his learning differences as opportunities, molding the compassionate, unconventional, partner-driven culture that allowed Kinkos to thrive,

and made it, according to Fortune, Forbes, and Mother Jones, one of the best places in America to work. In fourteen chapters narrated with the engaging voice of a born storyteller, Orfalea takes as much pleasure in discussing his shortcomings as he does his successes, and imparts the valuable lessons hes learned along the way: Manage the environment, not the people. Fail forward. Be "on" your business, not "in" your business. Let your soul catch up with your body. Keep a poker faceand a poker mind. And know whenand howto walk away. Which Orfalea did in 2000, having made millionaires out of dozens of his friends and partners, after an extraordinary 30-year run.

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