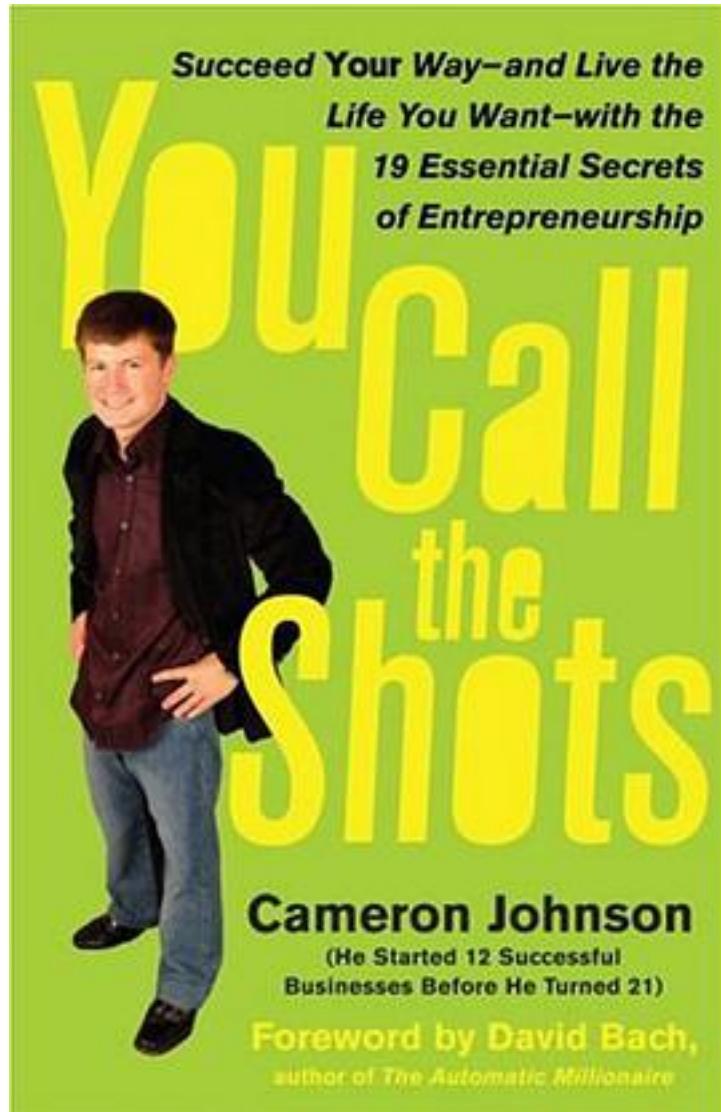


You Call the Shots



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著者:Cameron Johnson

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Why work for someone else when you can call your own shots, pursue your dreams, and find success on your terms by starting your own business? So many people end up bored with their jobs, stuck in the corporate grind, never following their true passions. As wildly successful young entrepreneur Cameron Johnson shows, you don't have to live that way. We've entered a new age of entrepreneurship, with the Web making it easier than ever to start and run your own company. As Johnson's remarkable story reveals, the entrepreneurial way of life is a great way to make sure you love what you do -- and it offers the potential to achieve extraordinary success by following your gut instincts and going for what you really want. What about the risks? Don't you need lots of money? Don't most start-ups fail? Johnson shares his essential secrets to entrepreneurial success that show you how he got into the life at very low risk, and, with very little money, took an idea that excited him and ran with it, achieving great success and satisfaction with businesses he loved. He didn't have an MBA; he didn't even have a college degree. But he had learned the simple yet vital secrets he reveals. Cameron Johnson is a seriously happy entrepreneur who started his first business when he was nine with \$50 and a home computer. Before he'd turned twenty-one he'd started twelve successful businesses and was offered \$10 million in venture capital to grow his hot Web company CertificateSwap.com -- praised by Entrepreneur magazine as one of the Web businesses helping the tech industry get its groove back -- even bigger. He has never taken out a loan or racked up any debt, and every one of his businesses has been highly profitable -- so profitable that he made his first million before graduating from high school, and he's put away enough cash so that he could retire today. But that's the last thing on earth he'd want to do; he's much too happy starting up new companies. Through the story of his own impressive career so far, in You Call the Shots, Johnson takes you behind the scenes of entrepreneurial success and empowers you to hit the ground running with your own great business idea, no matter how young you are or how little money you have to invest.

作者介绍:

卡梅伦·约翰逊，出生于1984年，美国最成功的青年企业家之一。18岁时，他赚到人生的第一个100万美元，21岁已创办了12家成功的公司。他的每一家公司都很成功，即便在金融危机最糟糕的时期。他创造的商业奇迹令美国地产大王唐纳德·川普、戴尔电脑创始人迈克尔·戴尔等国际商业领袖赞叹不已，不仅《财富》世界500强中的公司纷纷邀请他担任战略顾问，就连小布什都力邀他进入其总统竞选班子。

近年来，他受邀在世界各地作了数百场巡回演讲，全世界200多家报纸、杂志和电视台对他进行过专题报道，包括《新闻周刊》《商业周刊》《纽约时报》《今日美国》《时代》《日本经济新闻》，以及NBC、ABC、BBC，等等。他现在居住在弗吉尼亚州的布莱克斯堡。

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书评

整本书卡梅隆给我留下最深的两个印象是：1、从小规模开始做起，以小见大。很多人在创业之初就在四处集资，在自己还不知道如何去运营一家大型公司时，想着要将自己的事业做到如何的规模。卡梅隆的每一次创业都让我感受到他的稳扎稳打，步步为营，保持着所有的步骤都在自己可控范...

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