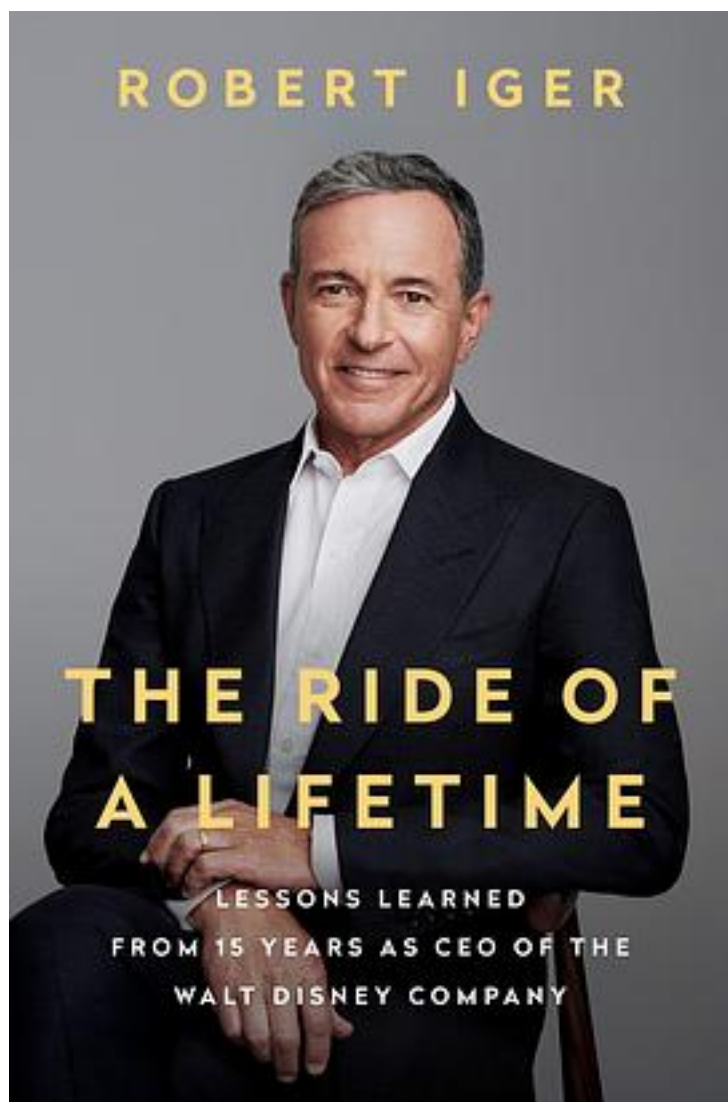


# The Ride of a Lifetime



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From the Inside Flap If you think ripping down the highway on a badass custom chopper is the ultimate thrill ride, try running your own business. The same outlaw spirit that drives some people to strap on a helmet and hit the road drives other people to risk it all and build a business from the ground up. Bikers and entrepreneurs share at least one trait—they do it their way, without compromise. The Ride of a Lifetime takes you inside the head of Paul Teutul, Sr., and shows you how he runs the world's most famous bike-building business, Orange County Choppers. This isn't some Wall Street guy in a fancy suit and a \$200 haircut telling you how to do business. This is full-throttle, hardcore business wisdom from a true hardworking entrepreneur. Starting a business is about taking risks and believing in yourself. After working on bikes as a hobby for almost two decades, Paul Teutul, Sr., decided to take that risk and invested his retirement money to start OCC with his son Paulie. If you watch American Chopper, you know that the OCC team quickly became one of the world's best bike fabricators. But if you've only watched the show, you don't know the business values upon which Paul Teutul, Sr., built the business, the risks he took to get there, or how he manages the ups and downs of life as an entrepreneur. The Ride of a Lifetime takes you beyond the television show to show you the real nuts and bolts of running a successful business. Paul Teutul, Sr., is loud, brash, and in your face. But he's got the kind of real-world business insight you can't get from a seminar or a business degree. So put on your boots and tighten up your chinstrap, because building a business isn't some joyride. It takes hard work, then more hard work. It means taking punches and hitting back, doing it your way, and believing in what you're doing every second of every day. Do what you love. Work hard at it. And never give up. Running a business isn't easy, but it IS The Ride of a Lifetime.

作者介绍:

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