

# Enter the Dragon



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著者:Theo Paphitis

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Theo Paphitis is the outspoken and charismatic star of Dragons' Den who has turned round a string of household names, from Ryman to La Senza, in a high-profile business career that has brought him millions. Now, in his revealing and controversial memoir, he not only takes the reader behind the scenes on Dragons' Den, he explains how he made his fortune. He also provides a masterclass in business methods that will enable anyone who reads this book to learn so much about how they too can improve their business. In the book, Theo recalls how his family moved to England from Cyprus and how as a poor immigrant, he took whatever jobs he could, starting as a tea boy for Lloyd's. There he began to take the first steps on a career that would net him a fortune. He reveals the methods that took him to the top, and also provides some fascinating insight into the national game from his spell as chairman of Millwall FC. But, above all, this is a book that will provide all readers with the opportunity to learn from one of the nation's most successful businessmen and put his ideas into practice.

作者介绍:

Theo Paphitis was born in Limassol, Cyprus, in 1959 and his family emigrated to

England when he was a boy. A self-made multi-millionaire, he has run a series of successful companies, including Ryman, Partners, Stationery Box, Red Letter Days, La Senza and Contessa. He was also chairman of Millwall FC for eight years, taking the club to its first ever FA Cup final. He has appeared in all but the first series of the BBC's Dragon's Den, and lives in Surrey with his wife and five children.

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