

Enter the Dragon



[Enter the Dragon 下载链接1](#)

著者:Theo Paphitis

出版者:Orion (an Imprint of The Orion Publishing Group Ltd) (2009年4月30日)

出版时间:2009-4-30

装帧:

isbn:9780752894225

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.

目录: Acknowledgements

Preface

Chapter One - It's not struggle in Cyprus

Chapter Two - Moving to Manchester

Chapter Three - Our new life in London

Chapter Four - Learning what business is all about

Chapter Five - Just watch me go!

Chapter Six - Living an Imperial life

Chapter Seven - Starting out on my own

Chapter Eight - I become an employee again

Chapter Nine - Astra-nomical

Chapter Ten - I Splash out and lose the lot

Chapter Eleven - Back in the game

Chapter Twelve - Upwardly mobile

Chapter Thirteen - Ryman reason

Chapter Fourteen - I'm in lingerie!

Chapter Fifteen - Expanding the Ryman empire

Chapter Sixteen - My rock, Mrs P

Chapter Seventeen - Into the Lions' Den

Chapter Eighteen - Dealing with Digital and the sharks

Chapter Nineteen - Meeting the Dragons

Chapter Twenty - Beware the angry Dragon

Chapter Twenty-one - My twelve rules for business success

Index

• • • • • (收起)

[Enter the Dragon](#) [下载链接1](#)

标签

评论

[Enter the Dragon](#) [下载链接1](#)

书评

[Enter the Dragon_ 下载链接1](#)