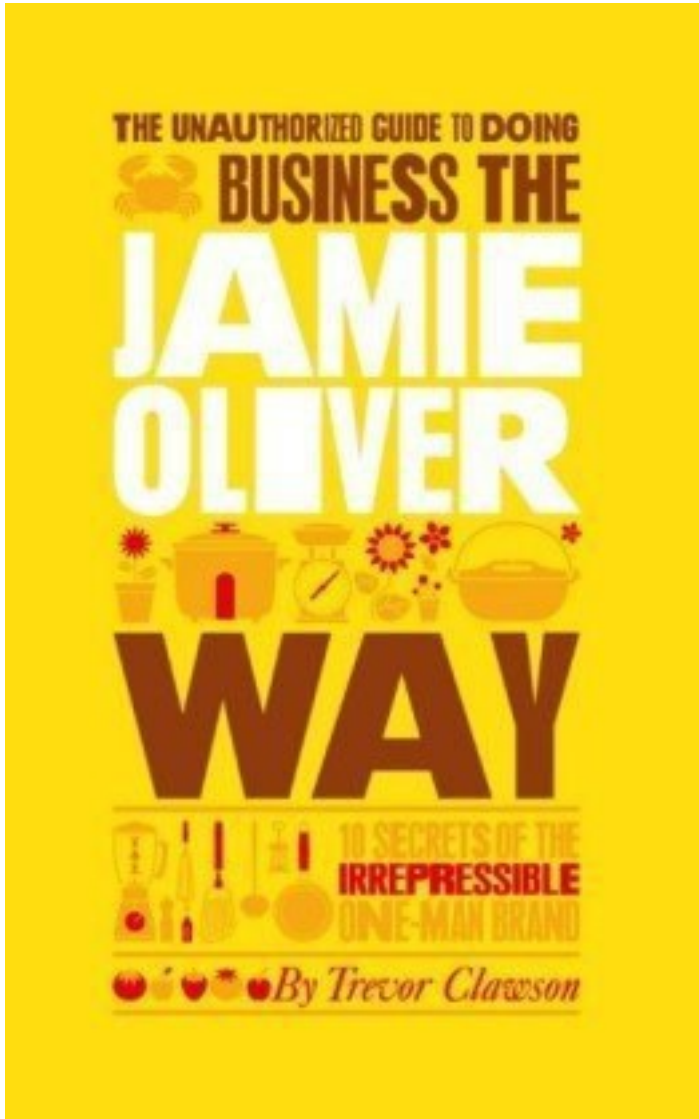


# The Unauthorized Guide To Doing Business the Jamie Oliver Way



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出版者:Capstone

出版时间:2010-5

装帧:Paperback

isbn:9781907312410

Love him or loathe him, Jamie Oliver is one of the most well known, passionate and richest celebrity chefs in the world. But there is more to the man than his linguine. He towers over a business empire that comprises restaurants, shops, cookware, food, magazines, books, DVDs and television production. How does he maintain his brand name and values across such diverse interests? "Business the Jamie Oliver Way" draws out the universal lessons from Oliver's remarkable success and identifies his 10 secret strategies to business growth and branding that can be applied to any business or career: ONE: Be yourself, but more so TWO: Extend the Brand THREE: Build on what you're good at FOUR: Remember the social dimension FIVE: Become the face of a supermarket SIX: Deal with adversity SEVEN: Go international EIGHT: Protect the brand NINE: Be controversial TEN: Be bold Want success? Discover the secrets of the people who already have it. "Business the Jamie Oliver Way" is an unofficial, independent publication, and Capstone Publishing Ltd is not endorsed, sponsored, affiliated with or otherwise authorized by Jamie Oliver.

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