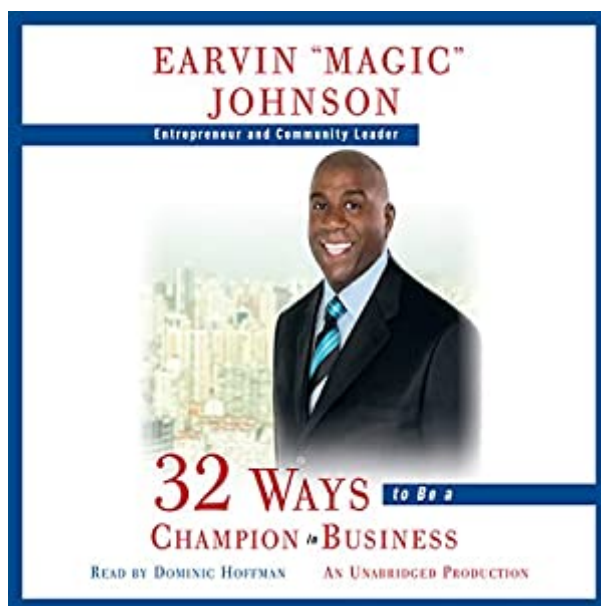


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# 32 Ways To Be A Champion In Business



## Synopsis

As a young man, Earvin “Magic” Johnson admired his father and other small-town entrepreneurs who created jobs and served as leaders in his Midwestern community. He worked for them, watched them, and his interest in building communities through economic development grew even while his basketball career flourished. His fame as an NBA star gave him access to some of the most successful business leaders in the country. It was Earvin’s own entrepreneurial spirit that inspired them to serve as his mentors. Earvin made the transition from great athlete to greater entrepreneur through hard work and by avidly pursuing opportunities. He recognized that densely populated urban communities were ripe for commercial and residential development. He partnered with major brands like Starbucks, 24 Hour Fitness, and T.G.I. Friday’s to lead a major economic push in these communities. The success of his businesses proved that ethnically diverse urban residents would welcome and support major brands if given the opportunity. Earvin continues to be a leader of urban economic development that provides jobs, goods, and a new spirit of community. *32 Ways to Be a Champion in Business* will inspire and enlighten readers who wish to make a similar impact with their careers and business endeavors. From the Hardcover edition. --This text refers to the Paperback edition.

## Book Information

Audible Audio Edition

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## Customer Reviews

This a great book for those that would like to start a business or currently owning. I have been owning a business for 4 years now, and start-up small businesses struggle with so many important

factors, from financing, marketing, daily operations, etc. It is very overwhelming and exhausting, but you must continue to educate yourself and stay current with your knowledge to operating a sustainable successful business. Some of the things Mr. Johnson mentioned I was already aware of, however many of the ways to be a Champion in Business provided me with I was not aware of, this book provided really great information that you can incorporate in the growth of your business. I would suggest that whatever your journey is to owning a business or currently an owner, I recommend you read this great book. I have read a lot of books and this has to be one of my favorites. TeeCareer College President Founder Co-Owner Chancellor Institute

As a young business owner trying to navigate the very b-i-g universe of entrepreneur resources with little time and less money--I'm very picky about what books get my investment of both resources. Magic Johnson's book is densely packed with anecdotes, real-life case studies, timeless business rules and truly motivational content. To be totally honest, the writing style isn't always Pulitzer-prize worthy but for sheer content and value this has to be one of the best things that I've read in several years. Can't recommend it highly enough. Between Pagliarini and D. Allen Magic completes my biz-empowerment trifecta! This title is among the absolute best in terms of rich, detailed information, accessibility/relatable content and offers a play-by-play look (missteps, protips and all) at what it takes to build a business empire. Magic has a true love for his community and a lifetime of knowledge to share. Both factors are abundantly clear in this very helpful guide. Bottom Line: BUY IT and get started on the path to living those business dreams that are keeping you up at night!

I saw this book displayed at a bookstore while I was awaiting a flight back to Chicago from Fort Lauderdale. I read the preface in the store and vowed to pick this book up at my local library. That's my process; I read the book from the library first to decide if I want to make the purchase. I have read so many "business books" for Entrepreneurial and have been very disappointed, that was until I picked up the copy of MAGIC'S book. His book was an easy read I read it within 2 days I started to read each night before I would turn in for bed. There are NO fillers in this book. (you know when someone starts filling the pages because they have no substance to deliver) each sentence has a relevant point from Beginning to End. It has valuable information along with working websites that were just as resourceful as the book. I made my purchase the 3rd day from .com, for once I can breathe a breath of fresh air, the book left a good pit in my stomach and a good chill down my spine. All I can say is Earvin Johnson thank you for sharing your passion it was felt throughout your book.

This book is for anyone who is involved in the business of entrepreneurship or developing business. The best book of its kind that I have read all year long!! Magic was not only one of the greatest basketball players of all time, but this book shows that he is one of a kind when it comes to growing within himself and how his giving attitude has brought him wealth on so many levels. I hope to meet him one day to just tell him myself how I admire him as a person mostly because of how he handled the down times in his life and how he wasn't afraid to admit and correct his mistakes with pride and dignity. There is only one Earvin "Magic" Johnson and we should appreciate this gift while we have it and learn from how he does and listen to what he has to say as well. Even if you don't agree, you must respect him for saying it, whatever it may be.

Great book Magic has always been someone I look up to in business and this book did not disappoint even exceeded my expectations

Love to read this

Magic Johnson takes business to a new level. This is a must read for anyone whether they play a sport or not. Business is at the heart of this book. I have found so much that I want to relook my business. This is one of the best books I have read. Tom Gold and Silver Passive Income LA Secret to Success Teeball Baseball Blog dot com Little Tikes TotSports T-Ball Set

Very good information for anyone trying to start a business or wants to be a successful leader. Magic has done a great job since leaving the NBA and is a wonderful inspiration. He has some great stories.

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