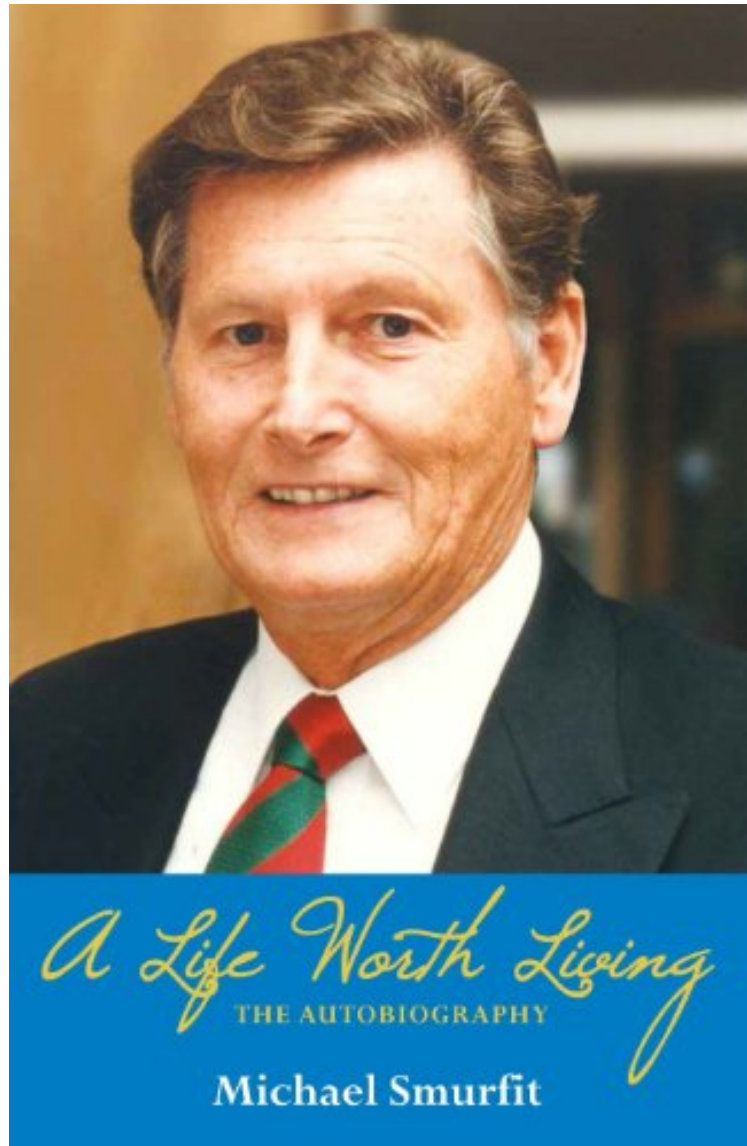


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## A Life Worth Living: Michael Smurfit's Autobiography

*Michael Smurfit*

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**Michael Smurfit : A Life Worth Living: Michael Smurfit's Autobiography** before purchasing it in order to gage whether or not it would be worth my time, and all praised A Life Worth Living: Michael Smurfit's Autobiography:

0 of 0 people found the following review helpful. Very exciting to read and what a great accomplishment. My son Dennis met his son Tony ...By joseph j. prischaka life worth living, a book worth reading. Couldn't put the book down. Very exciting to read and what a great accomplishment. My son Dennis met his son Tony a couple of weeks ago in Monoco. I'm retired Chairman of The Plastek Group and son Dennis ( second generation ) took over as Pres/CEO when I retired in 2002. We are in the plastic business and have done business with The Smurfit Group in the past. My

life was also exciting only on a smaller scale than that of Michael. We do have some things in common. If I learned one thing it's how fast a lifetime goes by. 1 of 1 people found the following review helpful. A Skilled Business Man but Not a Writer By Eileod Disappointing, did not flow well. The various sections on what 'my friend, colleague or Brother said about me' were introduced in a very awkward way and came across as thinly disguised self adoration, which should not have been necessary. A very skilled business man, but not a writer, well he can't be good at everything. I had hoped to feel inspired (as a small business owner) but unfortunately, it was a struggle to get to the end of it. 1 of 1 people found the following review helpful. Self Praise is No Praise By Vincent Clarkin While I respect Michael Smurfit and in my opinion he is one of the best business men to come out of our small country, I was not expecting him to write a book on his life and at every opportunity 'Pat Himself On The Back'. I think he should have let others make their minds up on how great he is. I enjoyed the book but was surprised at the self praise.

A Life Worth Living tells the story of Michael Smurfit and the company he built. From humble beginnings, through years of hard work, it documents the Smurfit Group's seemingly inexorable growth, the challenges faced and overcome, and the many deals that continually doubled the size of the business every three or four years. It shows Michael's logical opportunism in action, and explains how the Smurfit culture and systems provided a world-beating competitive advantage. Born in St Helens, Lancashire in August 1936, Michael Smurfit joined his father's business, Jefferson Smurfit Sons Ltd. in Dublin, straight from school to learn the papermaking business 'from the bottom up'. Two years after the company floated on the Irish Stock Exchange, Michael and his brother Jeff became Joint Managing Directors, as Jefferson Senior took on the role of Chairman and Chief Executive. Then followed 30 years of acquisitions, as the Jefferson Smurfit Group became Ireland's first multinational company and one of the largest paper and packaging companies in the world. In 2002, Michael took the Smurfit Group private, retiring as CEO but remaining Chairman. In this role, he steered a merger with Kappa Packaging BV, which successfully refloated in 2007 as Smurfit Kappa Group. Michael's life outside Smurfit - his chairmanship of the Racing Board and of Telecom Eircom; his interest in horseracing; his ownership of The K Club and the triumph that was the Ryder Cup 2006 - all feature, alongside his love and commitment to his family. Truly, a life worth living.

THE AUTOBIOGRAPHY A Life Worth Living A Life Worth Living A LIFE WORTH LIVING is a page-turner - a fascinating story, just the present for one's favourite entrepreneur. The Market, Enterprise Ireland, Summer 2014 He is undoubtedly one of the greatest business leaders in Irish history, a superb deal-maker who has improved the lives of millions. - Smurfit provides chapter and verse on how he built up Ireland's first-ever multinational corporation. Andrew Lynch, The Sunday Business Post, 4 May 2014 - it should be required reading for any aspiring young business man or woman in Ireland. Sean Farrell, Irish Independent, 5 April 2014 The book gives many insights into the growth of the Smurfit Group's empire over the years, its roots, its key move into the US, where it was taken private, and the subsequent float as Smurfit Kappa. Ex Post Facto, The Sunday Business Post, 6 April 2014 In the book, he shows his 'logical opportunism' in action and explains how the Smurfit culture and systems provided a world-beating competitive advantage. Social Personal, May 2014 Was Michael Smurfit Ireland's greatest businessman of the last century? There are certainly very few like him, or even close. Tom Lyons, The Irish Times, 3 April 2014 About the Author Born in St Helens, Lancashire in August 1936, Michael Smurfit joined his father's business, Jefferson Smurfit Sons Ltd. in Dublin, straight from school to learn the papermaking business 'from the bottom up'. Two years after the company floated on the Irish Stock Exchange, Michael and his brother Jeff became Joint Managing Directors, as Jefferson Senior took on the role of Chairman and Chief Executive. Then followed 30 years of acquisitions, as the Jefferson Smurfit Group became Ireland's first multinational company and one of the largest paper and packaging companies in the world. In 2002, Michael took the Smurfit Group private, retiring as CEO but remaining Chairman. In this role, he steered a merger with Kappa Packaging BV, which successfully refloated in 2007 as Smurfit Kappa Group.