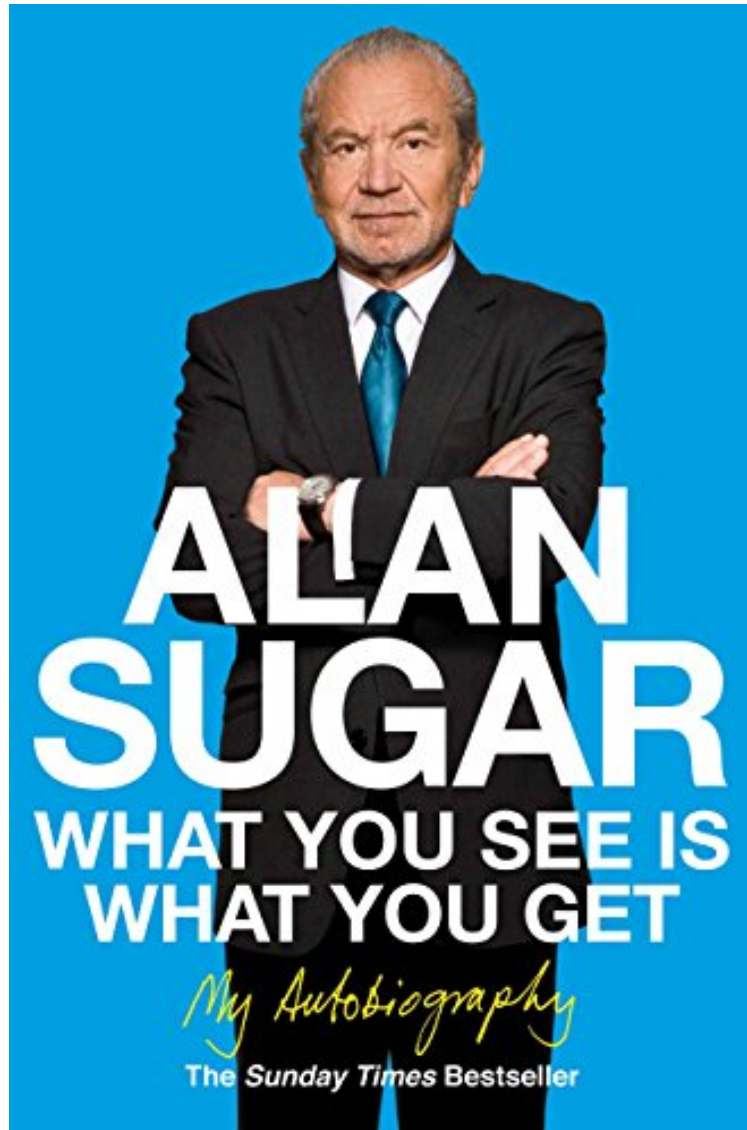


(Download) What You See Is What You Get: My Autobiography

What You See Is What You Get: My Autobiography

Alan Sugar

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Alan Sugar : What You See Is What You Get: My Autobiography before purchasing it in order to gauge whether or not it would be worth my time, and all praised What You See Is What You Get: My Autobiography:

3 of 3 people found the following review helpful. Getting Acquainted with Lord Sugar By CincyShopper I have enjoyed the Apprentice series, which is why I decided to read this book. It was written in such a way that you feel like you are a good friend of Lord Sugar, who you begin to feel you have known for years. This book also serves a good reminder that regardless of fame or fortune, we are all human beings. I think Lord Sugar's hard work ethic and commitment to family should be applauded and emulated. 0 of 0 people found the following review helpful. After

reading this, I have a new degree, MLS- Masters of Lord SugarBy WarriorWhat a great book! I love watching him on TV (many of the shows are on YouTube) and I knew I would love his book. He tells you about every minute of his life, and he has an interesting life. Alan Sugar is a self-made man, and he tells you how he got there. In the book, there is a mix of personal life and business life. Just when you get tired of reading about one, he switches to the other. He also is upfront about the people he has dealt with in business, and mentions them by name. Even though I am not a fan of soccer, I liked his chapter on Tottenham Hotspur. Even if you don't like sports, the way he dealt with that chapter of his life is very informative and interesting. Whether you own your own business, work for someone else, are unemployed, or whatever; this book will provide you with great info about business and how to deal with people in everyday life. 0 of 0 people found the following review helpful. Sweet Empire!! By lindsay devereux Sir Alan Sugar (or now Lord) Alan's autobiography is a good read for students of business. From selling kindling fire starters (tared timber scraps from demolished buidlings) to owning and operating a massive electronic business empire great is a story. His participation in the BBC TV show The Apprentice is also noted. The only criticism I can offer is that too many pages are dedicated to the internal politics and machinations of the UK Premier League Football Association which non fans will find a bit tedious.

Alan Sugar was born in 1947 and brought up on a council estate in Clapton, in Hackney. As a kid he watched his dad struggle to support the family, never knowing from one week to the next if he'd have a job. It had a huge impact on him, fuelling a drive to succeed that was to earn him a sizeable personal fortune. Now he describes his amazing journey, from schoolboy enterprises like making and selling his own ginger beer to setting up his own company at nineteen; from Amstrad's groundbreaking ventures in hi-fi and computers, which made him the darling of the stock exchange, to the dark days when he nearly lost it all; from his pioneering deal with Rupert Murdoch to his boardroom battles at Tottenham Hotspur FC. In this compelling autobiography, he takes us into the world of The Apprentice, and describes his appointment as advisor to the government and elevation to the peerage. Like the man himself, What You See Is What You Get is forthright, funny and sometimes controversial.