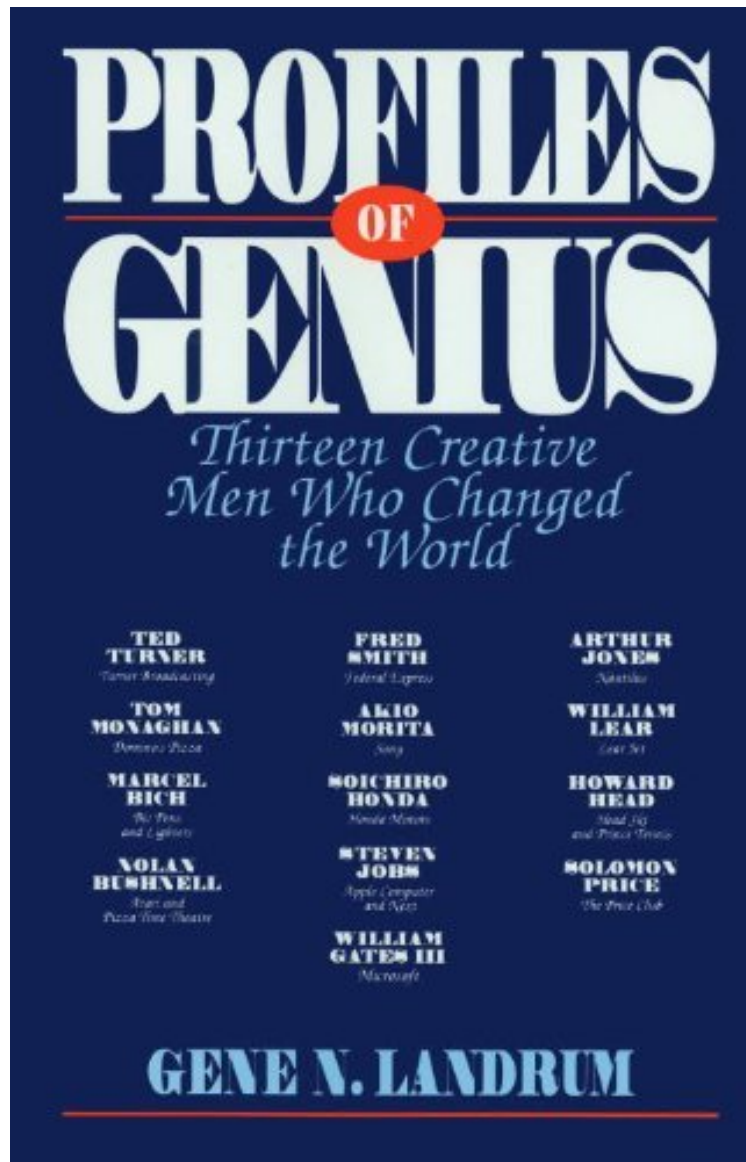


Profiles of Genius

Gene N. Landrum

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Gene N. Landrum : Profiles of Genius before purchasing it in order to gage whether or not it would be worth my time, and all praised Profiles of Genius:

0 of 0 people found the following review helpful. I loved the fact that there were so many great entrepreneurial ...By Robert KirkAlthough dated, I loved the fact that there were so many great entrepreneurial examples that I didn't know about yet used their products. So many books like this simply focus on the usual suspects (Jobs, Gates, Walton) and although this book does shine the light on some regulars, it also brings up so many other great business leaders. The

book tries to tie in scientific commonalities with the individuals but also is flexible to know that an individual is complex. I think this book is great for all aspiring entrepreneurs. 0 of 0 people found the following review helpful. One of my favorite books! These are real leaders. By Branch Whitney One of my favorite books! These are real leaders, who are/were concerned with results and didn't worry about what "nobodies" said about them. 0 of 0 people found the following review helpful. A six star review for a 5 star product!!!!!! By pnetmoney Great book insightful the only book i think is better is another one of his books! So far i have 4 the best of which is Profiles of Power Success.

The story of creative and innovative behavior is about change," says author Gene N. Landrum. "In this case it is about thirteen iconoclastic individuals who have demonstrated a unique ability to deal with change in the world and redefine it for their own purposes." Landrum calls these individuals the "change masters," entrepreneurial geniuses whose innovations have had a profound influence on modern society: Steven Jobs (Apple Computer), Fred Smith (Federal Express), Tom Monaghan (Domino's Pizza), Nolan Bushnell (Atari), William Gates III (Microsoft), Marcel Bich (Bic), Solomon Price (The Price Club), Howard Head (Head Ski), William Lear (Lear Jet), Soichiro Honda (Honda), Akio Morita (Sony), Arthur Jones (Nautilus), and Ted Turner (CNN). Each of these business giants was motivated by what Landrum describes as an "innovisionary personality," which drove them to follow a unique inner vision of success and gave them an inviolable belief in themselves. Profiles of Genius demonstrates, through thirteen dynamic examples, that future entrepreneurial success in a global marketplace will depend on technological innovation, adaptability to change, intelligent risk-taking, and competitive drive.