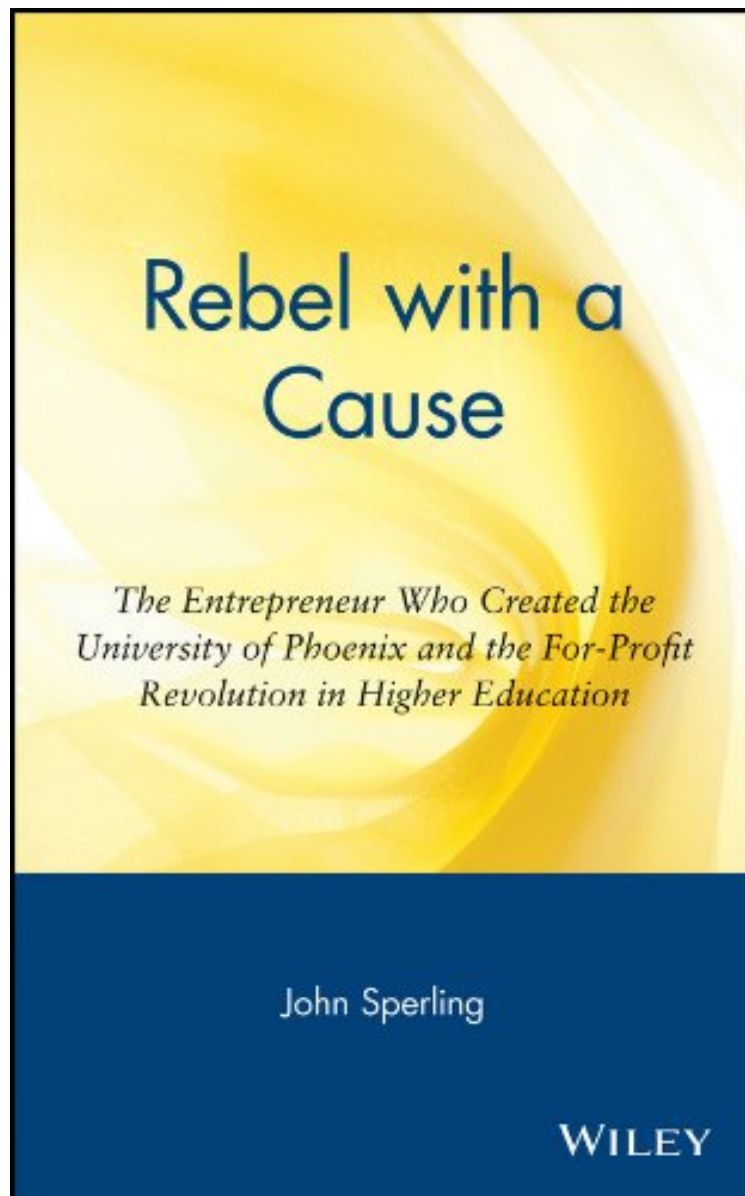


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Rebel with a Cause: The Entrepreneur Who Created the University of Phoenix and the For-Profit Revolution in Higher Education

John Sperling

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John Sperling : Rebel with a Cause: The Entrepreneur Who Created the University of Phoenix and the For-Profit Revolution in Higher Education before purchasing it in order to gage whether or not it would be worth my time, and all praised Rebel with a Cause: The Entrepreneur Who Created the University of Phoenix and the For-Profit Revolution in Higher Education:

5 of 6 people found the following review helpful. Rebel, rebel, you've outdone yourself!By Max MoreIf you are in your forties and have not yet been wildly successful, take heart. John Sperling, once an unhappy 52 year old Cambridge-educated history professor with \$26,000 in savings, grew into an enormously successful entrepreneur. Now in his early 80s, Sperling is a billionaire, and heads the Apollo Group, a holding company whose main component is the University of Phoenix (UoP). UoP is revolutionizing access to business education for working adults in N. America and abroad. Rebel With a Cause is Sperling's personal memoir of his long struggle against the educational establishment to found and develop the for-profit UoP, transforming American education in the process. Sperling's background differs from that of many successful entrepreneurs. Born in a backwoods log cabin, Sperling started as a socialist and successful union organizer. Throughout his changing roles, the opportunistic, energetic, and apparently indefatigable Sperling thrived on adversity that would make most give up. In stolid but personal writing, Sperling reveals the details of the endless conflicts and triumphs, up to and including his new fights with the establishment over the legalization of marijuana. Still iconoclastic and entrepreneurial in his ninth decade of life, Sperling is now developing innovative new ventures including the Kronos age management clinics, and Seaphire, a project for developing aquaculture. Good reading for anyone facing adversity as they pursue their vision of something both worthwhile and potentially profitable.

0 of 0 people found the following review helpful. Five StarsBy zhizhongchengood13 of 14 people found the following review helpful. The subject is interesting, but watch out for the writing.By Jeffrey LeeperThis book is a bit puzzling. Looking at the title, you feel that the book is a biography of John Sperling. Reading the subtitle, you would think he is going to focus on the University of Phoenix and the growth of the Apollo Group. After reading the book cover to cover, I am not sure what the author wanted me to take away from this. Some parts of his life get rather detailed (like his childhood sickness and early schooling) and could be interesting. His tone makes me think of someone on a pulpit trying to get me to acknowledge his past. I would not question the effects of his past if he didn't fly through other parts of it (all the quick affairs/relationships/friendships) which he mentions. His son is part of his company, so I was puzzled to see that there was little mention of him. Given the sections that Sperling highlights for us, am I supposed to be awed by the rough start and many love affairs? Am I to be astounded by his success because of this? I personally liked the history of the University of Phoenix. He does go into great detail on the political and legal wrangling with the accrediting board. He touches on the help from some people, but will then mention later that the person no longer had the "fire" and was let go from the company. It sounds like the university is his quest and he will not let marriage or friendship get in the way. In the last sections of the book, Sperling talks about other projects he is passionate about. How did he decide to cover these? The Kronos Group took me by surprise. I saw no mention of this in the book until the very end. I have the feeling that the publishers were trying to make the book longer, so they just added some other thoughts in there. It does make for a very coherent picture of Sperling. I have listened to the author speak before and find him fascinating. Reading the book gives me a different picture of him altogether. Either way, I would recommend the book for readers wanting a background on the creation of the University of Phoenix. Even though this is by Sperling, I would not read this for a good understanding of him. I believe some objectivity would be necessary for that.

"A great life and a great read . . ." -George Soros "A remarkably cogent story of a most remarkable man. Sperling's openness about problems and failures inspires and informs the entrepreneurial spirit. Sperling describes the extraordinary power and potential of focused human intensity. The book is a must-read for anyone interested in starting or building a business." -Peter Lewis, Chairman and CEO, The Progressive Corporation "The University of Phoenix is the largest private university in the United States. It is fully accredited and traded on NASDAQ. Mere mention of its name produces anger, fear, and envy on the nation's college campuses. In the private sector, it has inspired scores of companies to enter the education market. This is the story of the entrepreneur who launched a revolution in higher education." -Arthur Levine, President, Teacher's College, Columbia University "Education will be one of the key growth sectors of our knowledge-based economy over the next ten years. John Sperling, founder and Chairman of Apollo Group, has been one of the visionary driving forces behind this growth. By developing a unique customer-focused model of higher education, Dr. Sperling has helped to build the largest private university in the United States that continues to be one of the best growth opportunities in education today." -Thomas Weisel, President CEO, Thomas Weisel Partners, LLC