

Chapter 1 : R. Branson: "Screw Business as Usual"™ "sustainable globetrotting

*Screw Business As Usual [Richard Branson] on www.nxgvision.com *FREE* shipping on qualifying offers. RICHARD BRANSON, one of the world's most famous and admired business leaders, argues that it's time to turn capitalism upside down-to shift our values from an exclusive focus on profit to also caring for people.*

Chris Taylor "Camila and I have both been shaped by dyslexia. His first business venture, Student a magazine, which he launched at age 17 , was about collecting and sharing stories. His four books are loaded with stories of people exemplifying his messages. Perhaps it was his dyslexia that first put him down the path of collecting stories versus facts. His latest work, Screw Business As Usual is no exception. Branson expounds that message through story after story after story " of people, companies and organizations that are living and breathing it every day. His latest book is littered with examples of business leaders turning conventional capitalist wisdom on its head; companies and people that are doing good first, and making a tidy profit as a result. Blake tells a good story. When you buy a pair of TOMS shoes, an identical pair is donated to a child in need. Their website tells the story brilliantly. They use video, photos and testimonials. They have a purpose larger than simply generating a profit, and they explain that purpose through story " story after story after story. Business makes a profit to exist. Surely it must exist for some higher, nobler purpose than that. Good stories engage our hearts and minds. A well told story captures the imagination. It allows us to feel something, and to imagine the world as a better place. How many times have you been the one telling the boring story? I would like to suggest that you have the power to tell an engaging, inspiring story when you talk about what you do. I say this with confidence because I believe two things to be true: To have an interesting story, you need to be involved in something interesting. Making the world a better place is always an interesting story. We sneer at such rot. All business is personal, all the time. What change are you and your company trying to make in this world? Consumers, investors and the public at large are starting to put their support and dollars behind those companies that are working to make a positive change in the world. People buy from Virgin because a Virgin makes them feel special a big change unto itself and b , Branson and Virgin by extension is dedicated to using its corporate strength to do good. As a company, Virgin has purpose. This is a call to action. I believe that, in addition to being an entertaining read, this book and the included resources at [www. He spends his daylight hours helping consultants and employees alike find meaning in their work and discover rich team relationships through his company, Actionablebooks](http://www.actionablebooks.com)

Chapter 2 : Screw Business as Usual - Sir Richard Branson - Google Books

Richard Branson In Screw Business as Usual, Richard reveals his exciting new vision for the future. It's time to turn capitalism upside down - to shift our values, to switch from a just profit focus, to caring for people, communities and the planet.

Sure, he represents the pinnacle of self-made success and the accompanying joie de vivre that most entrepreneurs daydream about, yet he somehow stays surprisingly relatable. In a sense, this dichotomy is on full display in his latest book, "Screw Business As Usual," which makes an impassioned case for businesses of all shapes and sizes to become "a force for good. But he also speaks fondly and familiarly of his early days as a bootstrapping entrepreneur, whose first ventures included a magazine for students and a youth advisory center that still exists to this day. Branson is one of those rare 1 percenters whose message also resonates with the other 99, making the book especially timely. Some lively banter about entrepreneurial life, advice for businesses searching for small ways to give back and perhaps the birth of Virgin Cakes. Rod Kurtz "The Chairman" "It was so exciting to see this book and dig into it, because Jean and I were delayed at JFK a few months ago, on the way to the Branson Centre opening in Jamaica, and she had the manuscript tucked under her arm, guarding it with her life. I wanted to bring these guys along -- I think of them almost as my version of the Elders. And today seemed like the perfect opportunity. But I think there is too much focus just on the quarterly results, the net profit. Who are you trying to reach now? That would be enough [laughs]. Obviously, it helps if the people who are actually running it are motivated that way as well. I had actually co-founded a non-profit prior to that, and we designed jewelry as part of a fundraiser -- and the success of that helped lead to DANNIJO. The struggle for us, as young entrepreneurs, especially during such trying times, is getting back to our philanthropic roots while still sustaining the business. What do you recommend for other small businesses that are short on resources, to help screw business as usual? So I think your time is just as important as any type of finance that you could put into it right now. I think survival for you is your number-one priority. Because it is incredibly difficult to build a business from scratch. So, for us to try to push small businesses like you to take too much of your time to try to change the world is a bit unfair, I think. If you were able to get people to make some of your jewelry in Africa, for example. I think what Jodie and I have tried to do is get back into philanthropic initiatives in sort of lighter ways. And each pouch has a little card featuring the actual artisan who made it. We partner with a local group of kids, they make cookies and sell cookies to the street to passersby. One of the things I find difficult is how to juggle all that -- how to say no to some charities and yes to some. That, in itself, would be a massive breakthrough. Try honey, try lots of different things. They would become so popular. Sugar is the biggest killer there is -- cancer loves sugar, diabetes loves sugar. So if there was a way, even alongside your current company, to start the healthy cake company, you could set up a trend. It would be good for your business. How do you get people to do more with less during tough times? How do you rally the troops to screw business as usual? Does anybody want to job share? We blend a European-style buttercream with an American-style cake. Lots of fresh fruits, lots of really good chocolate. Cupcakes boomed in the United States a few years ago. In , people said it would be impossible for it to happen. So you set yourself a target -- how can we come up with something that is radically different from any other cake company? Healthy is one idea. And if you can come up with it and need a good brand, let me know! In an ideal world, to invent something new sounds amazing. Have you ever had that kind of experience in the past? It could well be, especially during these tough times, necessary for your business to retrench, pay the bills. That may be right for this moment. If I were you, with 50 or so employees, I would attempt to find somebody to put yourself out of the business, to run the business on a day-to-day basis -- somebody, if possible, at least as good as you, if not better than you, then free yourself up to think about the bigger-picture things. But the moment you decide to start expanding again, find somebody else. The reason that Virgin has grown is I learned the art of delegation early on, found great people, and that frees me up to think about the next move we should make. There will be lots of great young people out there who will be hungry to prove a point to you.

Chapter 3 : Richard Branson: Screw Business As Usual, And Make Your (Huge Piles Of

Screw 'Business As Usual' is the page outcome of the awakened social responsibility in the ever energetic entrepreneur, Richard Branson. Branson emphasizes here on how 'doing good is good for businesses'.

In exhorting readers to "Screw Business as Usual" Branson is calling upon us to reinvent capitalism in a more ethical, more just, and less destructive way. He tells So now comes Sir Richard with a critique of modern business practices that only he could produce. He tells dozens of stories of business leaders who break the model, screw business as usual, and go on to greater wealth and influence than they could have done with traditional methods. And he uses himself as a case-in-point to great effect. With his example, we learn how a great leader like Branson thinks and makes decisions - and then it all seems more attainable somehow. While reading, I made some new personal commitments in terms of how I organize my little one-woman consulting firm. Not much in the grand scheme of things, but it is my bit to do and I will do it. It amuses me that my financial adviser is always surprised when he is telling me that the socially-responsible mutual funds I insist on using seem to be outperforming the market. If I had had four and a half stars to give, I would have, and I nearly went with a five. Though the book was a bit slow in the beginning, once I got to Chapter 3 or so it became a real page turner and I enjoyed the reading immensely. I have scribbled more wows, far-outs, and yeses into the margins of this book than I have done since those college days when every idea was new and exciting. I admit it - I love Richard Branson. His fresh approach to everything is inspiring. His courage, ability to overcome odds, masterful entrepreneurship, and team-building skill earned him billions. He seems to move through life like a chess grand master moves across his board. Except that Branson is having more fun. Jul 28, Sealove rated it it was amazing Excellent! It is these type of ideas that truly bring about change. But not just change for the sake of it! Real change and real passion to see a different tomorrow than the one we are experiencing today. Not just the ones were well-off, and not just the ones who can speak with the loudest voices. This book is abo Excellent! This book is about what we can do today and tomorrow to screw business as usual and move in a direction that our hearts and our minds have always known as not just human, but more and more divine! Read this book, and then connect in. And then take your first step today! That is the way. Step one! And the rest will be the history that we speak of with joy and humility in the decades to come!

Chapter 4 : Screw Business As Usual " Actionable Books

Branson says this movement will make it possible to "screw business as usual" (also the name of his new book). In short, the concept states that our growing interconnectedness, in part fueled.

Chapter 5 : Subscribe to read | Financial Times

Richard Branson, at his brilliant and motivating best, reveals how with his exciting new vision for the future. It is time to turn capitalism upside down Reviews.

Chapter 6 : Screw Business As Usual Quotes by Richard Branson

Full Book Notes and Study Guides. Sites like SparkNotes with a Screw Business As Usual study guide or cliff notes. Also includes sites with a short overview, synopsis, book report, or summary of Richard Branson's Screw Business As Usual.

Chapter 7 : Screw Business as Usual by Richard Branson - Book Review - Modern Servant Leader

About Screw Business As Usual. RICHARD BRANSON, one of the world's most famous and admired business leaders, argues that it's time to turn capitalism upside down-to shift our values from an exclusive focus on profit to also caring for

people, communities and the planet.

Chapter 8 : Screw Business As Usual Summary and Analysis (like SparkNotes) | Free Book Notes

Branson would prefer that there were more Richard Bransons in the world. His latest book, Screw Business As Usual (the second Branson book in two years to include "screw" in the title), is an.

Chapter 9 : Screw Business as Usual (Audiobook) by Richard Branson | www.nxgvision.com

Screw Business as Usual by Sir Richard Branson sounded right up my alley. Branson is the founder and head of Virgin Group (including Virgin Atlantic Airlines, Virgin Megastores and literally hundreds of other organizations).