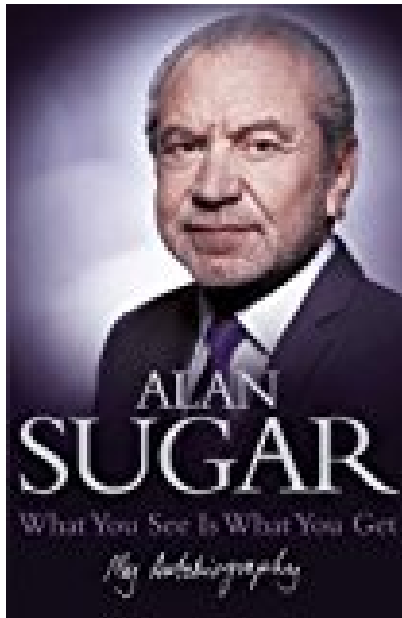


What You See Is What You Get My Autobiography



BOOK DETAILS

- Author : Alan Sugar
- Pages : 610 Pages
- Publisher : Pan Macmillan
- Language : English
- ISBN : 0230750567

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BOOK SYNOPSIS

Product Description From a Hackney council estate to the House of Lords, this is the extraordinary story of one of our greatest entrepreneurs. 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. 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, this autobiography is forthright, funny and sometimes controversial. About the Author Today, Lord Sugar is the chairman of Amshold Group Ltd. In 2009 he was appointed by PM Gordon Brown as Enterprise Champion to advise the government on small business and enterprise, and was also awarded a life peerage, becoming Alan, Baron Sugar of Clapton in the London Borough of Hackney. He continues to appear in *The Apprentice*.

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