



# 100 Great Businesses and the Minds Behind Them

By Angus Holland, Emily Ross

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**100 Great Businesses and the Minds Behind Them** By Angus Holland, Emily Ross

Inside the success of 100 Business Geniuses

Risk-loving entrepreneurs. Innovative geniuses. Self-starters and mavericks. The world's greatest businesses were built by unique people, each bringing their own style and savvy to the marketplace.

100 Great Businesses and the Minds Behind Them is a diverse and inspiring collection of great business stories. Covering a variety of success paths, brilliant strategies and engaging entrepreneurs, each profile explores the genius behind the greatest business minds:

- o A mother's inspiration that launched Baby Einstein
- o Aveda's journey from hippie to hip
- o How Guinness overcame a centuries-old problem to conquer new markets
- o TiVo's long fight to explain the genius of their product
- o How Oprah went from person to empire
- o And many more

An engrossing look at what makes entrepreneurs and business geniuses tick, this book highlights the pivotal moments in the lives of great businesses, with lasting lesson on the art of making your business a success.

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### **Editorial Review**

#### About the Author

Emily Ross and Angus Holland's 100 Great Businesses and the Minds Behind Them was devised in Melbourne, Australia, where they both live and work.

Emily Ross is a senior writer with the country's leading national business magazine, BRW. She specializes in leadership, innovation, and entrepreneurship. Angus Holland is a senior editor with The Age newspaper. Between then they have lived in Abu Dhabi, Honk Kong, Kuwait, London, Lantau Island, Milan, Paris, Mauritius, Qatar, Singapore, and Tokyo. They live in Melbourne with their two children.

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