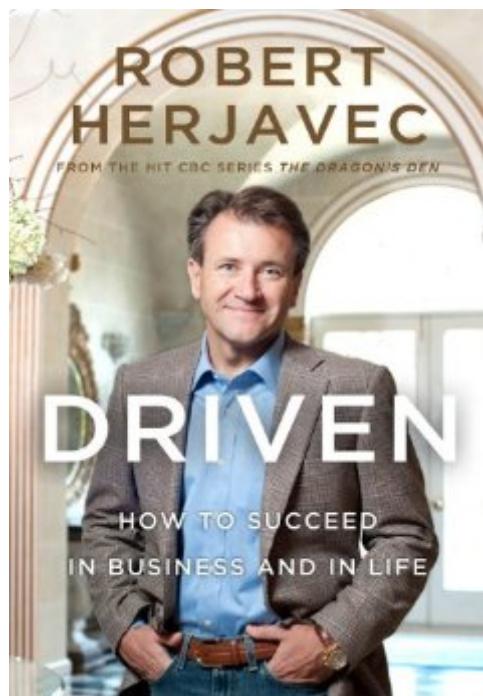


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# Driven: How To Succeed In Business And In Life



## **Synopsis**

Robert Herjavec has lived the classic "rags to riches" story, from having \$20 in his pocket to starting up technology companies worth hundreds of millions of dollars. Now the star of television's *Dragons' Den* and *Shark Tank*, this son of Croatian immigrants earned his incredible wealth by overcoming the odds with hard work and determination. On television, Herjavec bankrolls the best inventions and shoots down the best of intentions. Now, he's sharing his hard-won wisdom in one of the most inspirational business books of recent times. In *Driven*, Herjavec shares the secrets that took him from his job waiting tables to growing his nascent technology company into a world-class conglomerate, The Herjavec Group. Herjavec's principles are as valuable in the living room as they are in the boardroom. Anyone can succeed, on their own terms, by following his sage but simple advice "if they're willing to take chances, to take control of their own future and to stay true to their own visions.

## **Book Information**

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## **Customer Reviews**

I preface this by saying that I like Robert Herjavec very much. I checked my bookstore and my library every week for 2 months before coming to get this book. He's a great guy. If you asked me what I

thought about this book, I'd say it's a great book if you want to know what it takes to be a Great Entrepreneur. Lots of practical insight. Easy to understand without being condescending. It only makes him MORE likeable, and it lets you really understand his mindset. If you asked me if this was a great "Biography", I'd tell you absolutely not. That's just not what this book is. I was hoping for a chronological accounting of how he built his companies and sold them. None of that is in this book. This is a well written book, and if you are looking for "how does the mind of an entrepreneur work" then this is a great book. But just be aware that it's NOT a traditional biography.

I recommend this book to anyone considering going into business for themselves. He presents a very thorough introduction to all aspects of what it takes to be a successful entrepreneur, and clearly shines the light on what natural strengths you need to have as prerequisite. The ONLY thing I didn't like about this book was his insistence on working 24/7 - really long hours at the expense of weekends, family vacation, etc. And in the context of the book, I felt like the title was decided on by the publisher and so he sprinkled in obligatory pieces to justify the title. I am a recovered work-a-holic and a life long entrepreneur - Successful entrepreneur. I am a living testimony that you do not have to sacrifice family, health, well-being - life balance values to be a successful entrepreneur.

I am a big fan of Dragon's Den & Shark Tank, I record every show. I love the shows' concept and enjoy seeing people make their dreams come true with a little help from the Dragons. Some of my favorite shows, however, are the episodes about the Dragons themselves. Who are the Dragons really? How did they start their careers? How do they conduct themselves in business? As a business owner and entrepreneur I am always fascinated about the success of others and look for tips to apply to my own business. When I saw Robert's book DRIVEN for the first time I was very curious to peek inside and discover more about him. Robert takes you through his thought process as to what it takes to succeed in business. He offers tips about things you should do in various situations but more importantly he explains the "mindset" successful business people like him have. I thoroughly enjoyed DRIVEN because it answers the types of questions I would ask Robert if I had the opportunity to have lunch with him. Wouldn't you like to go to lunch with a Dragon and get the answers to your business questions? Here's your chance!

Driven by Robert Herjavec was a purchase made on the spur of the moment while browsing through a bookstore in Abbotsford, BC (Canada) - my second home outside of Silicon Valley. I have been a

fan of both Dragons' Den and Shark Tank for quite some time and have been amazed at what deals are presented and how unprepared most people are at their moment of sharing with the world the greatness of their labors (labours)(Yes I am Canadian). As I am an avid reader on anything to do with business, I had purchased two other books (one by Arlene Dickinson (also a Dragon) and the other by Kevin O'Leary (also a Dragon and a Shark)) and when I saw this one by Robert, I quickly leafed through it and thought it might be a good read. Well, to the truth, I did not put the book down until I finished it. I know most people do not like to write in books, at least that is what I have heard, but in this case, I made notes, wrote in the margins and bookmarked all the places I thought would help me as I launched yet another business. I read about all the things I was doing incorrectly, I read about the things I was doing right, and I read about the unending passion that is key to what you do for your business. I am absolutely ecstatic about this book and am now in the process of reading it again. As a matter of fact, I was not able to add this review to the Canadian site so decided to write it here - this book is a real winner and I am certain to share it with everyone I know. Robert, you have hit the mark, one of the best books I have read in a long time - full of truths which I hope will help hundreds, if not thousands, of others go in the right direction and be successful in business. I know for sure Rules 2 and 3 are false for me - but what the heck, you can't take the passion out of the entrepreneur at any age.

I was drawn to this book as Robert is arguably my favorite 'Shark'. I thought that his advice was both thoughtful and encouraging, while remaining firmly realistic. Success doesn't happen overnight, and it will require long hours and personal sacrifices to get there, if you want to get to his level. I also appreciated his writing style; I didn't feel like I was being lectured at any point, and sometimes I could imagine that he was just across the room sharing his story - that made his story feel real - and that's important if you want to have faith in what he has to say. I'll be adding some of the other 'Sharks' books to my Kindle, however I wanted to start with Robert, and I'm very glad that I did!

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