

<<Peebles原理>>

图书基本信息

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内容概要

"Don Peebles is an example of what entrepreneurs are all about. In this engaging and witty book, Peebles shares insights from his own success in the world of high- powered real estate. What makes this book different is Peebles doesn't just focus on the positive, he discusses the failures too—something every entrepreneur can expect in his journey to success. This book should be on every aspiring business- person's bookshelf to be read again and again." —Robert L. Johnson, Founder, BET and Owner, Charlotte Bobcats "The Peebles Principles provides a fun read and a bird's-eye view of the ever- changing world of a real estate entrepreneur. It is a good gut check for would-be entrepreneurs to ask if they have what it takes."—Dr. Peter D. Linnemann, Albert Sussman Professor of Real Estate, Wharton School of Business, University of Pennsylvania "Wow! What magnificent inspiration The Peebles Principles is for anyone seeking to be involved in business. The ground rules found in each chapter are absolute gems, and those alone make the book worth buying."—Cathy Hughes, Founder and Chairperson, Radio One, Inc. "This book is a brilliant example of entrepreneurship, creativity, and principles. Peebles walks you through many of his successful deals, from their inception to their completion. Once you start the book you won't be able to put it down until you've finished the last page."—Dr. Sanford L. Ziff, Founder and Chairman, Sunglass Hut International Inc.

书籍目录

Prologue. Chapter 1. From Ground Zero: The First Deal. Chapter 2. The Washington Marriott: No Money Down. Chapter 3. North Capitol and G Street: Carpe Diem. Chapter 4. The Barry Stigma: Time for a Change. Chapter 5. The Royal Palm: Never Say Die. Chapter 6. San Francisco: A Bridge Too Far. Chapter 7. The Bath Club: Give Them What They Want. Chapter 8. Perseverance: The Saga of Royal Palm. Chapter 9. The Lincoln Road: The Power of Allies. Chapter 10. San Francisco Redux: Diamond in the Rough. Appendix. The Importance of Politics.

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