



How They Blew It: The CEOs and Entrepreneurs Behind Some of the World's Most Catastrophic Business Failures

By Jamie Oliver, Tony Goodwin

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How They Blew It is a series of eye-popping tales of entrepreneurs and business leaders who went from corporate gurus to financial disaster zones in rapid and humiliating fashion. Full of surprising details and mind-blowing sums of money, it looks at the characteristics of these leaders and the fine line between hero and zero. How They Blew It is about the people at the heart of these business catastrophes. It is about what drives them to succeed and then to fail. It is a compelling examination of the rights and wrongs of each case and it seeks to get into the minds of the people behind the business disasters and ask "Why the hell did they do that?" By examining how business ventures can go so badly wrong, you can learn to avoid those mistakes in the first place.

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Editorial Review

Review

"[A] fresh take on self-help." - **Management Today**

"Jamie Oliver has a wonderful turn of phrase and that rare ability to bring business to life." - **Richard Tyler**, *The Daily Telegraph*

"Oliver and Goodwin take us on an enthralling journey to the dark side of business achievement." - **Matthew Rock**, Managing Editor of *Real Business*

"...people are fascinated by other people's troubles...It is precisely this fascination that makes reading *How They Blew It* by Jamie Oliver and Tony Goodwin so alluring. But this book is more than mere voyeurism in that Oliver and Goodwin use these vignettes as instruction for other entrepreneurs in how to avoid disaster. ...a readable, well-referenced enticement to those who are in business or who are contemplating a business venture." -**ForeWord Reviews**

About the Author

Jamie Oliver has over 15 years experience as a freelance journalist writing about business topics and entrepreneurs. Currently he writes for the *Financial Times*. **Tony Goodwin** runs the international recruitment business Antal and is one of the UK's most successful business service entrepreneurs.

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