



## **The Unauthorized Guide To Doing Business the Jamie Oliver Way: 10 Secrets of the Irrepressible One-Man Brand**

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*Trevor Clawson*

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Love him or loathe him, Jamie Oliver is one of the most well known, passionate and richest celebrity chefs in the world. But there is more to the man than his linguine. He towers over a business empire that comprises restaurants, shops, cookware, food, magazines, books, DVDs and television production. How does he maintain his brand name and values across such diverse interests? *Business the Jamie Oliver Way* draws out the universal lessons from Oliver's remarkable success and identifies his 10 secret strategies to business growth and branding that can be applied to any business or career: **ONE: Be yourself, but more so** **TWO: Extend the Brand** **THREE: Build on what you're good at** **FOUR: Remember the social dimension** **FIVE: Become the face of a supermarket** **SIX: Deal with adversity** **SEVEN: Go international** **EIGHT: Protect the brand** **NINE: Be controversial** **TEN: Be bold** **Want success? Discover the secrets of the people who already have it.** *Business the Jamie Oliver Way* is an unofficial, independent publication, and Capstone Publishing Ltd is not endorsed, sponsored, affiliated with or otherwise authorized by Jamie Oliver.

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