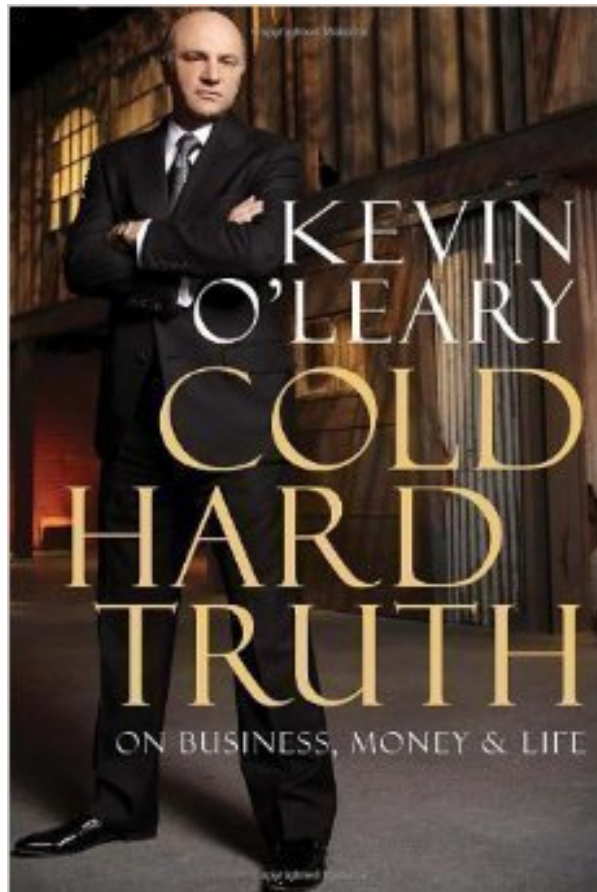
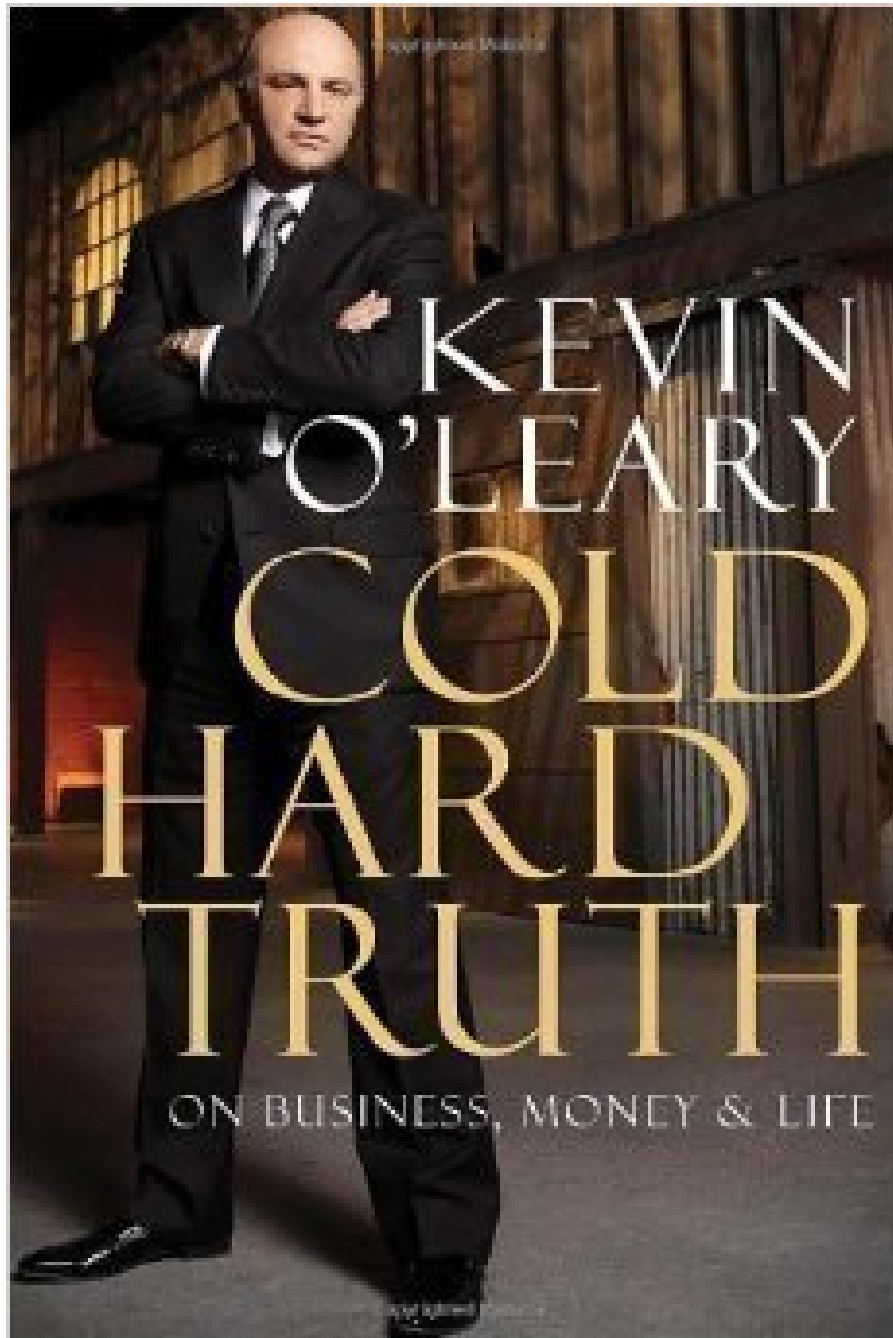


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Kevin O'Leary shares invaluable secrets on entrepreneurship, business, money and life. Can you make millions just by "visualizing yourself rich" as some business prophets suggest? Don't buy it, says Kevin O'Leary. If you want to be a successful entrepreneur and amass wealth, you're going to have to work for it. But the good news is: with the right guidance, focus and perseverance, you can turn entrepreneurial vision into lucrative reality and have the personal freedom that only wealth can buy.

- Sales Rank: #885070 in Books
- Published on: 2012
- Binding: Paperback

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Mr. Wonderful delivers on one front, fails on another

By Jeremy Crowhurst

As an autobiography of a television personality, this book gets five stars. It's endlessly entertaining, really difficult to put down, and gives a fair bit of "behind the scenes" coverage of Dragon's Den, and a little bit for Shark Tank. That includes a chapter on pointers for potential pitchers for the shows. Most of his tips, you would think, are pretty basic, and should be known to anybody appearing on the show. But if you've seen the show, you'll know that they aren't. Also informative is an analysis of his fellow Dragons, what they look for in businesses and potential partners.

Mr. Wonderful has clearly lived a very interesting, somewhat charmed life. And though this isn't a "warts and all" kind of book, he gets away with glossy finish by showing the same kind of chutzpah he shows on both t.v. shows. Yeah, we haven't really got an entirely candid account of his life, but when it's this entertaining, do you really care?

As a business book, it gets one star. It's a complete disaster. Though he writes with great flourish, he doesn't demonstrate any kind of command over his subject matter. Compare that to his fellow Dragon Arlene Dickinson, who's book isn't well-written or organized, but who is completely convincing on her core subject matter of communication and persuasion. Kevin, in contrast, comes across as a really entertaining snake oil salesman.

Consider if somebody won the lottery, then decided that since they've accomplished that, they're qualified to write a book about how other people can do it. This book kind of reads like that. Kevin's advice is almost entirely based on his own experiences, which is a little surprising given that he has an MBA and should be better able to back it up with something along the lines of generally accepted principles of management. But he doesn't. Nor could he: his management style seems to be less Ken Blanchard and more Caligula. He advocates an approach to human resources that I think would, alone, bankrupt most companies: just go hire people, and fire them whenever you feel like it. Like, for example, if the person wants to do things like sleep,

eat, see their family one day a week, those constitute grounds for termination. I'm exaggerating, but not by a whole lot.)

Included in his advice on how to get rich is, if you get married, make sure your wife is great at raising children, because you're never going to see them. Work-life balance? Forget it. That's for poor people.

His advice for investing is, if there's a company or sector that looks profitable, but you don't fully understand, just stay away from it, and move on to something else. Well, that approach isn't unheard of: that's how Warren Buffett approaches investing. But Buffett is 81 years old and has more money than God. He doesn't need to learn new stuff. If you're a 25 year old MBA at an investment firm, how is that kind of approach going to go over? "Well, it looked promising, but I didn't fully understand it, so even though I could have taken a little time and learned all about it, I chose to just move on to something less challenging." I get where Kevin is coming from -- he acknowledges the problems he has had with dyslexia over the course of his lifetime, and maybe that approach is one that he needs to take. But as a principle of general application, for everyone, it's just b.s.

That's really the problem with everything in the book. He made his money at a particular time, in a particular way. Things have changed a great deal since then. His story of taking \$25,000 and turning it into a \$4 billion company is, now, just a story, and what he's shouting from the rooftops now is, "Hey everybody, let's go and make 8-10%!" Sorry, Mr. Wonderful, but 8% really is just not that wonderful.

1 of 1 people found the following review helpful.

... in the financial services industry (in retirement planning) and like reading books about managing money
By Teena in Toronto

I work in the financial services industry (in retirement planning) and like reading books about managing money. I'd read O'Leary's book, "The Cold Hard Truth On Men, Women and Money", last month and enjoyed it.

This is his story from the time he was a kid and the lessons he learned from his mom and stepdad, realizing he is an entrepreneur not an employee, starting his first business in his basement, becoming a millionaire, his highs and lows and more. As a fan of Dragons' Den and Shark Tank, it was interesting to get the scoop on these shows ... he even provides tips on how to provide the perfect pitch. Along the way, there are quizzes and tips to see if you have what it takes to make the sale (I don't), if you are an employee or an employer (I'm an employee), rules for a successful partnerships, how to be a star employee, how to be a great boss, etc.

I liked the writing style and thought it flowed well. Since I watched the author on "Dragons' Den" and "Shark Tank", I would hear "Mr. Wonderful's" voice in his writing ... it's direct and there's no BS. He says he has no qualms about whacking (aka firing) someone and I believe it. There are pictures throughout the book of him and his family throughout the years, even pictures of Kevin with hair!

I'd recommend this book ... it was an interesting and entertaining read.

Blog review post: <http://www.teenaintoronto.com/2015/01/book-cold-hard-truth-on-business-money.html>

1 of 1 people found the following review helpful.

Great book for the entrepreneur

By Fuze59

Fantastic book that enlightens you to Uncle Kevin's past business history. From pet food salesman (who actually ate it!) to billionaire software company. The basic premise for Mr. Wonderful's success is hard work and frugality. He discusses how to manage your business and the people in it.

I wish he went in to more detail about his storage company he flipped for a few hundred million. More specifically talk about how he set it up, how he saw the opportunity, how did he find his partners and a bit more spoon feeding/template about how he built this company from the ground up. I think most people reading the book would relate more to starting a storage company up compared to a software/educational company.

There's not many products which pop up on Dragon's Den that Kevin does not know intimately and made a wack load of money off. Now when I see people coming in with their idea's I think "Uncle Kevin actually knows this market better than you and has made a few million off this already!".

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