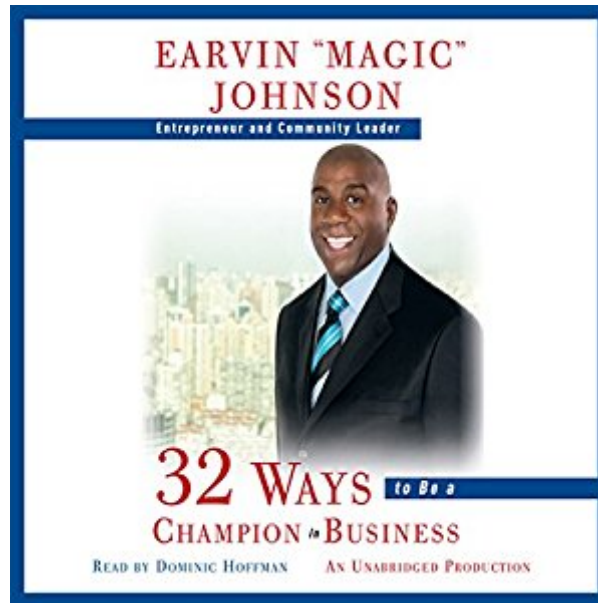


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# 32 Ways To Be A Champion In Business



## Synopsis

As a young man, Earvin "Magic" Johnson admired his father and other small-town entrepreneurs who created jobs and served as leaders in his Midwestern community. He worked for them, watched them, and his interest in building communities through economic development grew even while his basketball career flourished. His fame as an NBA star gave him access to some of the most successful business leaders in the country. It was Earvin's own entrepreneurial spirit that inspired them to serve as his mentors. Earvin made the transition from great athlete to greater entrepreneur through hard work and by avidly pursuing opportunities. He recognized that densely populated urban communities were ripe for commercial and residential development. He partnered with major brands like Starbucks, 24 Hour Fitness, and T.G.I. Friday's to lead a major economic push in these communities. The success of his businesses proved that ethnically diverse urban residents would welcome and support major brands if given the opportunity. Earvin continues to be a leader of urban economic development that provides jobs, goods, and a new spirit of community. *32 Ways to Be a Champion in Business* will inspire and enlighten readers who wish to make a similar impact with their careers and business endeavors. From the Hardcover edition. --This text refers to the Paperback edition.

## Book Information

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Cheesecake Diminishing Love Companies: Million Dollar Book Reviews Million Dollar Boys Club 32

Ways to be a Champion in Business by Earvin "Magic" Johnson 5 Diamonds I can't believe how excited I was to pick up a book written by Earvin "Magic" Johnson concerning information that would make me a better businessman. I have been hearing about his business success as an entrepreneur for years. Honestly I didn't even know that this book was even out until recently. My excitement dates back to the 80's when he lead the Los Angeles Lakers to many victories. That's when I use to watch basketball all the time. It was a better ingredient of athletes back then. Magic was a nickname given to him based off of what he did as a "play-maker" on the court. Well guess what ladies and gentlemen? He is still magical. His book 32 Ways to Be a Champion in Business is no different from him being a superb play-maker. This book lists all the special ingredients to become a powerful force as an entrepreneur. I pose the question, what African American leader is giving back to his/her community? I asked that question because in my opinion giving knowledge is the ultimate gift. Earvin "Magic" Johnson gives back everything he has learned as a businessman with hopes of inspiring the future generation. He teaches in his book not to just be concerned about making a sale. He is more consumed with showing you how to invest in your own creativity so you can establish a mission for your company. Does your company have a cause or goal? If making cash is the only reason then one might truly fail.

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