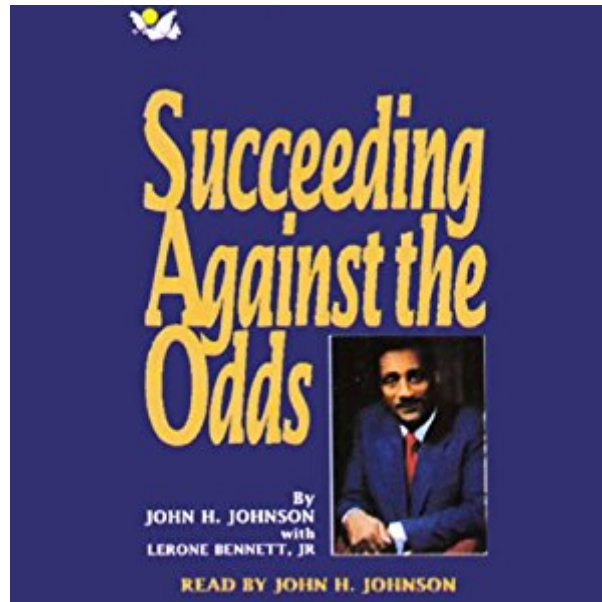


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# Succeeding Against The Odds: The Autobiography Of A Great American Businessman



## Synopsis

One of America's wealthiest entrepreneurs, John H. Johnson rose from the welfare rolls of the Depression to become the most successful Black businessman in American history; the founder of Ebony, Jet, and EM magazines; and a member of the Forbes 400. Like the man himself, this autobiography is brash, inspirational, and truly unforgettable. --This text refers to the Paperback edition.

## Book Information

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## Customer Reviews

In his book, Johnson states "There is an advantage in every disadvantage, and a gift in every problem" and "I believe that the greater the handicap the greater the triumph." By this he means to say that disadvantage creates opportunities and forces one to do more with less. He believed that disadvantages were "...challenges to be overcome and not facts to be accepted." A disadvantage provides a challenge that, with the proper motivation and mindset, forces one to try a little harder and work a little smarter. Two distinct disadvantages that Johnson cites are early in his life: 1) Arkansas City (his birthplace) did not provide a high school education for African Americans, and 2) The economic depression stemming from the Great Depression. These two disadvantages, when taken together, provided a sort of "critical mass" that propelled Johnson on the trajectory that is his story -- his move to Chicago and subsequent business endeavors. The fact that the disadvantages cited above were realized so early in life is worth note. There is a scientific discipline known as "Chaos Theory" that, among other precepts, states that the time evolution of a series of interrelated complex events is extremely sensitive to the system's initial condition. The analogy that may be

drawn to Johnson's life is this: had he not moved to Chicago due to his ambition and his Mother's tremendous sacrifices for her son's education, it would have become increasingly difficult for Johnson to have succeeded to the extent he did, as chronicled in his autobiography.

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