



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

*Jamie Oliver*

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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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