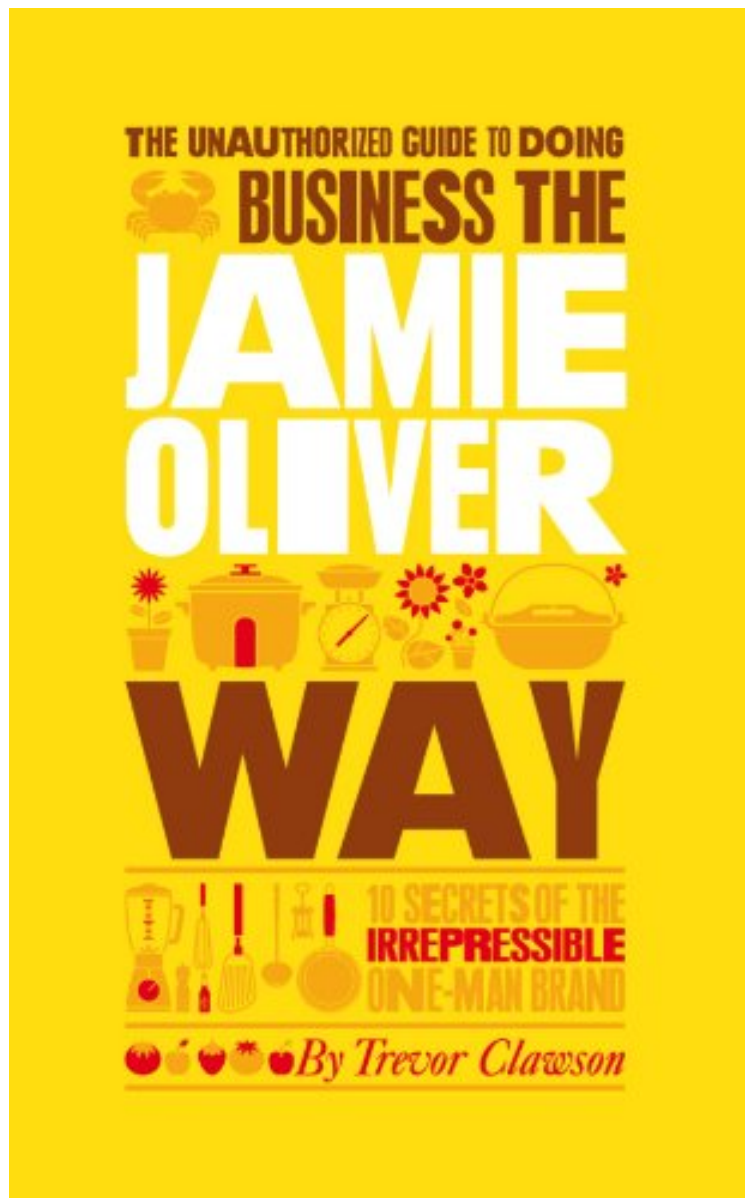


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The Unauthorized Guide To Doing Business the Jamie Oliver Way: 10 Secrets of the Irrepressible One-Man Brand

Trevor Clawson

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Love him or loathe him, Jamie Oliver is one of the best-known 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. So how does he maintain his brand name and values across such diverse interests? The *Unauthorized Guide to Doing Business the Jamie Oliver Way* draws out the universal lessons from Jamie Oliver's remarkable success and identifies 10 secret strategies for business growth and branding that can be applied to any business or career: Be yourself, but more so; Extend the brand; Build on what you're good at; Remember the social dimension; Become the face of a supermarket; Deal with adversity; Go international; Protect the brand; Be controversial; Be bold; Want to be the best? The secrets of phenomenal success are in your hands. Check out the other *Unauthorized Guides* in this series: Richard Branson; Duncan Bannatyne; Alan Sugar; Bill Gates; and Philip Green.