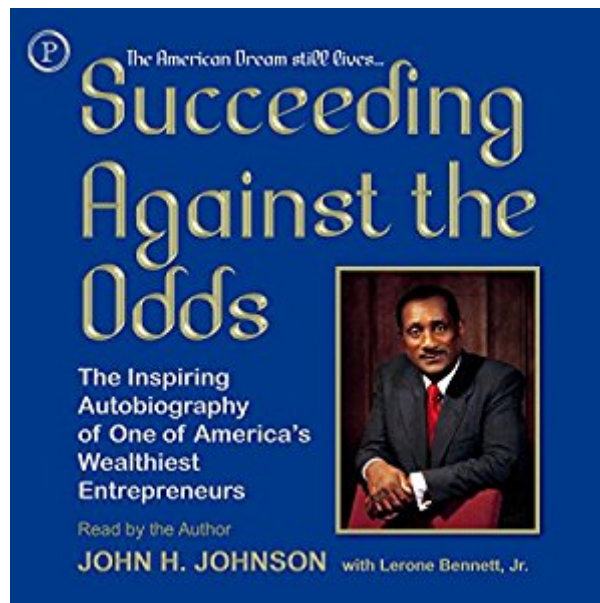




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# Succeeding Against The Odds: The Autobiography Of A Great American Businessman



## 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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in Books > Biographies & Memoirs > Professionals & Academics > Business

## Customer Reviews

A book that all should read. Really enjoyed reading this book from cover to cover. Mr. John Johnson accomplished so much during a time when it was impossible for certain demographic of people to make a decent living. Lessons throughout this book. Heard about this book from Byron Allen and he was right about this book.

I give this book out as gifts to teenagers all the time. I teach Junior Achievement classes in middle and high school. I often give the book out as a gift. Sometimes the student does not read it but someone in their home did. I love to hear their thoughts about this book. It is an amazing story about an amazing man. In general I really love to read autobiographies and biographies. I learn a lot from taking time to hear about the journey and the process that someone goes through to achieve their success. This book outlines Mr. Johnson's process so well. There is so much that can be learned by reading this book. A magnificent story. I need to read it again.

After reading Earl G. Graves's biting autobiography, I fully expected John H. Johnson's manuscript for success to be riddled with disdain. I was pleasantly surprised however to find that Johnson; through such works as, Think and Grow Rich, by Napoleon Hill, and How to Win Friends..., by Dale Carnegie, made a fortune turning social negatives into profitable and professional positives. Having met eight U. S. Presidents along the way, Johnson's autobiography is a refreshing treatise on determination. It should be noted that much of Johnson's success came about before integration, when the African American community lived by the, "it takes a village," mentality. The nurturing he was given during the early years provided for a favorable turn of events ultimately guiding him; not without the requisite obstacles, toward a life of success. John H. Johnson's, Succeeding Against the Odds, is a testament to the spoils of desire, determination, delayed gratification and a strong belief in ones self.

This is an inspirational good read! My second time reading it. First was over ten years ago. I will be keeping this copy for my book collection.

This definitely a must read. Mr. Johnson issues then, is still revealed today. Thank you for all the great tips.

I was so blessed when I read this book! It's so inspiring and shows us that it doesn't matter where you come from, With God all things are possible! This book is a must read! Faith, Persistence, and Hard Work equals Success.

Incredible how transparent Mr. Johnson is in his writings in building his empire. Great read!!

Great man!

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