

[PDF] Wild Company: The Untold Story Of Banana Republic

Patricia Ziegler, Mel Ziegler - pdf download free book



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Description:

Review "This is a wonderful book, a book about joy and guts and art. Mel and Patricia understand that a store is far more than just a place to buy stuff and that a business is far more than a way to make a living." (Seth Godin, author of Linchpin)

"Remarkable tale of creating one of the most cutting-edge fashion businesses in the world... a pleasure to read." (**Publishers Weekly**)

"The warmly inspiring account of how a journalist and an artist stumbled into business and founded Banana Republic, one of the most successful clothing chains in retail history... Told as a dual-voiced narrative that alternates between Mel's and Patricia's points of view and illustrated throughout with sketches and images featured in the early catalogs, the story offers refreshing insight into the possibilities of achieving success and maintaining personal integrity in a hyperformulaic world. An unabashedly free-spirited celebration of the power of outside-the-box thinking." (**Kirkus Reviews**)

"[*Wild Company*] uncovers an entertaining and enlightening history that provides a new understanding of what has now become a ubiquitous brand.... *Wild Company* gives us a reminder regarding the fickle nature of success in the world of entrepreneurs, and it does so with a friendly narrative that's difficult to set aside....You most certainly don't have to be a patron of the current Banana Republic to enjoy reading *Wild Company*." (**800CEORead.com**)

"This inspiring history offers a good reminder that the invention and dedication apparent in current tech start-ups is nothing new... Highly recommended." (**Library Journal**)

About the Author Mel Ziegler is a founder of Banana Republic and The Republic of Tea. He lives outside of San Francisco.

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