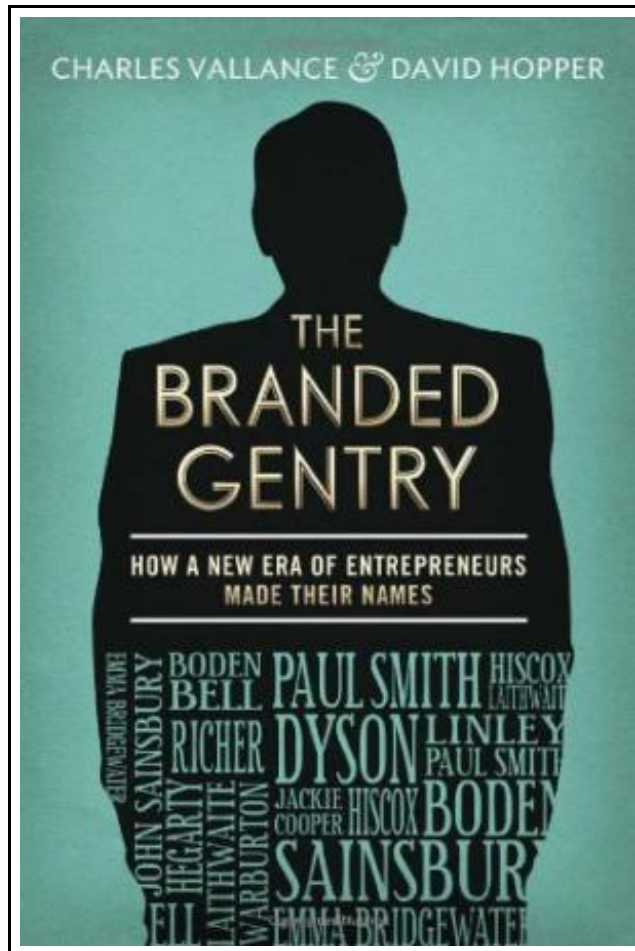


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Elliott & Thompson Limited. Hardback. Book Condition: new. BRAND NEW, *The Branded Gentry: How a New Era of Entrepreneurs Made Their Names*, David Hopper, Charles Vallance, Every era has its gentry. Wealth, authority and power are seldom static for long. Once, heavily whiskered industrialists challenged the landed gentry for social ascendancy. Then, in the 20th century came a new era of entrepreneurs, who made their names by making their names into brands. This is a book about thirteen such individuals: Tim Bell, Johnnie Boden, Emma Bridgewater, Jackie Cooper, James Dyson, John Hegarty, Robert Hiscox, Tony Laithwaite, David Linley, Julian Richer, John Sainsbury, Paul Smith, and Jonathan Warburton. Remarkable men and women, from a sweeping range of industries; pioneers of modern enterprise. The authors take us on an illuminating journey, described through thirteen compelling portraits, covering grand philosophies and shrewd strategies, untidy kitchen tables and unruly pets. We learn the secrets behind the fame, the lessons of success (and failure), and the dramas and difficulties on the way. Find out why Tim Bell ate Ronald Reagan's jelly beans, why there is a full-size Harrier jump-jet outside James Dyson's office, and why Paul Smith takes a model train set with him into meetings in Japan. Invaluable reading for those interested in finding out more about the people behind the brands, it will appeal to anyone keen to find out how others got to the top and what is involved when you have your name above the door.

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