

Autobiograph y Of Richard Branson

"Alleviating stress leads to success. Stress debilitates and even damages the brain, inhibiting you from living your fullest, most successful life. Every

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level of life, from career to family to your golf score, is all about higher brain networks functioning at optimum. In *The End of Stress*, Don Joseph Goewey brings a simple, straightforward solution that literally switches the brain's auto-pilot from

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habitual stress and anxiety, to one that's calm and wired for success. By utilizing the latest research in neuroscience and neuroplasticity, Goewey offers a 4-step process that has been tested through webinars and seminars in high stress environments with

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chief executives,
managers, engineers,
and even blue collar
construction workers.

The End of Stress
gives you easy to apply
tools to transcend
stress and build the
brain structure and
chemistry to bring you
your best day every
day" --

Richard Branson's life

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is an adventure, from record-breaking balloon flights to courtroom battles with British Airways. This autobiography of the founder of the Virgin empire, offers an insight into the private and public world of this larger-than-life entrepreneur.

Richard Branson is an

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iconic businessman. In
Screw It, Let's Do It,
he shares the secrets
of his success and the
invaluable lessons he
has learned over the
course of his
remarkable career. As
the world struggles
with the twin
problems of global
recession and climate
change, Richard

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explains why it is up to big companies like Virgin to lead the way in finding a more holistic and environmentally friendly approach to business. He also looks to the future and shares his plans for taking his business and his ideas to the next level. Richard

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reveals the new and exciting areas into which Virgin is currently moving, including biofuels and space travel, and brings together all the important lessons, good advice and inspirational adages that have helped him along the road to success. This is a

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fantastic motivational
business book that
will help every reader
achieve their own
dreams.

Throughout my life I
have achieved many
remarkable things. In
Screw It, Let's Do It, I
will share with you
my ideas and the
secrets of my success,
but not simply

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because I hope they'll help you achieve your individual goals.

Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and organisations, to do no

harm. I will draw on Gaia Capitalism to explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business. In Screw It, Let's Do It I'll be looking

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forwards to the future.
A lot has changed
since I founded Virgin
in 1968, and I'll
explain how I intend
to take my business
and my ideas to the
next level and the new
and exciting areas -
such as launching
Virgin Fuels - into
which Virgin is
currently moving. But

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I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success. Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many

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remarkable people. I hope that you too might find a little inspiration between these pages.

How to Listen, Learn,
Laugh and Lead

Summary: Losing My
Virginity by Richard
Branson

Lessons in Life and
Business

Four Steps to Rewire

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Your Brain

Evolved Enterprise
In September
2012, a YOUNG
poll conducted
in Britain found
that the person
British workers
would most like
as their manager
was Sir Richard
Branson. With

over 40 years in
business,
Richard Branson
is an inspiring
pioneer of
humanitarian
projects and an
iconic business
leader. In *The
Virgin Way: How
to Listen,
Learn, Laugh and
Lead*, Richard
shares and

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distils his
secrets of
leadership and
success.
Featuring
anecdotes from
his own business
dealings, as
well as his
observations of
many others who
have inspired
him " from
politicians,

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business
leaders,
explorers,
scientists and
philanthropists
" Richard
reflects on the
qualities he
feels are
essential for
success in
today's
world. This is
not a

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conventional
book on
leadership.
There are no
rules " but
rather the
secrets of
leadership that
he has learned
along the way
from his days at
Virgin Records,
to his recent
work with The

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Elders. Whether
you're at
the beginning of
your career, or
head of a
Fortune 500
company" this
is your guide to
being your own
CEO (Chief
Enabling
Officer) and
becoming a true
leader" not

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just a boss.
In many ways,
Richard Branson
and his company
the Virgin Group
are unique. In
an era dominated
by strategists,
Branson is an
opportunist with
an uncanny knack
of sniffing out
great deals
where others

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hesitate or fear
to tread. Never
before has a
single brand
been so
successfully
deployed across
such a diverse
range of goods
and services.
Branson is the
ultimate brand
builder. So how
does he do it?

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Now bought
completely up to
date for this
new edition,
Business the
Richard Branson
Way, not only
reveals the
secrets of
Branson's
remarkable
success but also
draws out the
universal

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lessons and identifies strategies that can be applied to any business or career. From picking on someone bigger than you to moving faster than a speeding bullet, and from making work fun to keeping the

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common touch,
you have in your
hands the
secrets of
phenomenal
success.

Contents Richard
Branson

Revisited The
Life and Times
of Richard

Branson One Pick
on Someone

Bigger Than You

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Two Do the
Hippy, Hippy
Shake Three
Haggle -
Everything's
Negotiable Four
Make Work Fun
Five Do Right By
Your Brand Six
Smile for the
Cameras Seven
Don't Lead
Sheep, Herd Cats
Eight Faster

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than a Speeding
Bullet Nine Size
Does Matter Ten
Never Lose the
Common Touch How
to Build a Brand
the Branson Way
Last Word
What would you
do with a
billion dollars?
This question
gets a
definitive

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answer from
billionaire
Richard Branson:
do everything!
Born into a
wealthy family
in London,
Branson suffered
from dyslexia
and was a poor
student. Still,
his knack for
business started
early with a

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successful parakeet-breeding enterprise at age 11. The charismatic entrepreneur launched his first major business, Virgin Records, at age 22 and spent the next few decades building the Virgin group

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that now
includes more
than 400
companies. Known
for his
eccentric
lifestyle and
trillion-watt
smile, Branson's
hot air balloon
flights,
innovative
leadership, and
world record

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attempts have
made him an instantly-
recognizable
global icon.
The image
remains
pristine: a
charismatic high-
school dropout
turned
billionaire,
whose
stratospheric

rise and daring exploits have won him millions of enduring admirers and made him a model for aspiring entrepreneurs throughout the world. But is this story still credible? Over the last decade, has Branson

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matched the
expectations
perpetuated by
Virgin's
relentless
publicity
machine? Or have
we all been
seduced by a
brilliant
showman? In his
most explosive
book to date,
Tom Bower,

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bestselling
biographer of
Simon Cowell,
Bernie
Ecclestone,
Conrad Black and
Robert Maxwell,
dares to explore
the reality of
the Branson
empire. In doing
so, he unravels
the gripping
story of his

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recent
activities -
from the
astonishing
success of
mobile phones to
his troubled
airlines and his
long delayed
plan to send mul
timillionaires
into space - and
asks whether he
really remains

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Britain's heroic
buccaneer.

A Band of
Renegades, an
Epic Race, and
the Birth of
Private

Spaceflight

New Lessons For
the Future

Lessons In Life
Screw Business

As Usual

Adventures of a

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Global
Entrepreneur
Ending the War
on Drugs
An instant national
bestseller! Stanley
McChrystal, the
retired US Army
general and
bestselling author of
Team of Teams,
profiles thirteen of
history's great
leaders, including

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Walt Disney, Coco Chanel, and Robert E. Lee, to show that leadership is not what you think it is—and never was. Stan McChrystal served for thirty-four years in the US Army, rising from a second lieutenant in the 82nd Airborne Division to a four-star general, in command of all American and

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coalition forces in Afghanistan. During those years he worked with countless leaders and pondered an ancient question: “What makes a leader great?” He came to realize that there is no simple answer. McChrystal profiles thirteen famous leaders from a wide range of eras

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and fields—from corporate CEOs to politicians and revolutionaries. He uses their stories to explore how leadership works in practice and to challenge the myths that complicate our thinking about this critical topic. With Plutarch's Lives as his model, McChrystal

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looks at paired sets of leaders who followed unconventional paths to success. For instance. . . . Walt Disney and Coco Chanel built empires in very different ways. Both had public personas that sharply contrasted with how they lived in private. . Maximilien Robespierre helped

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shape the French Revolution in the eighteenth century; Abu Musab al-Zarqawi led the jihadist insurgency in Iraq in the twenty-first. We can draw surprising lessons from them about motivation and persuasion. • Both Boss Tweed in nineteenth-century

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New York and Margaret Thatcher in twentieth-century Britain followed unlikely roads to the top of powerful institutions. • Martin Luther and his future namesake Martin Luther King Jr., both local clergymen, emerged from modest backgrounds to lead world-changing

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movements. Finally, McChrystal explores how his former hero, General Robert E. Lee, could seemingly do everything right in his military career and yet lead the Confederate Army to a devastating defeat in the service of an immoral cause. Leaders will help you take stock of your

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own leadership,
whether you're part
of a small team or
responsible for an
entire nation.

It's business school,
the Branson way.

Whether you're
interested in starting
your own business,
improving your
leadership skills, or
simply looking for
inspiration from one of

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the greatest entrepreneurs of our time, Richard Branson has the answers. Like a Virgin brings together some of his best advice, distilling the experiences and insights that have made him one of the world's most recognized and respected business leaders. In his

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trademark thoughtful and encouraging voice, Branson shares his knowledge like a close friend. He'll teach you how to be more innovative, how to lead by listening, how to enjoy your work, and much more. In hindsight, Branson is thankful he never went to business school. Had he

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conformed to the conventional dos and don'ts of starting a business, would there have been a Virgin Records? A Virgin Atlantic? So many of Branson's achievements are due to his unyielding determination to break the rules and rewrite them himself. Here's how he does

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it.

Eve Bransons life reads like a fast-paced adventure novel. A classically trained ballet dancer, she appeared in racy West End productions, disguised herself as a boy to take glider lessons, enlisted in the Womens Royal Navy Service, and

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then embarked on a series of harrowing adventures as a Star Girl air hostess on the ill-fated British South American Airways. Though marrying the dashing ex-Cavalry officer, Edward Ted Branson, brought her down to earth to raise three children, Eves quest for adventure never faltered. After

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running several businesses, traveling the world, and doing global charity work, Eve is preparing to launch the first commercial space travelers to the edge of space in a Virgin Galactic mother ship that bears her name. In this lively, absorbing memoir part diary, part

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adventure story, part family history Eve Bransons formidable energy propels the reader through an extraordinary life. Along the way, she divulges some of the unorthodox but effective trade secrets behind raising one of the worlds most colourful entrepreneurs.

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WALL STREET
JOURNAL
BESTSELLER From
Michael Dell,
renowned founder
and chief executive of
one of America's
largest technology
companies, the inside
story of the battles
that defined him as a
leader In 1984, soon-
to-be college dropout
Michael Dell hid signs

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of his fledgling PC business in the bathroom of his University of Texas dorm room. Almost 30 years later, at the pinnacle of his success as founder and leader of Dell Technologies, he found himself embroiled in a battle for his company's survival. What he'd

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do next could ensure its legacy—or destroy it completely. Play Nice But Win is a riveting account of the three battles waged for Dell Technologies: one to launch it, one to keep it, and one to transform it. For the first time, Dell reveals the highs and lows of the company's evolution amidst a

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rapidly changing industry—and his own, as he matured into the CEO it needed. With humor and humility, he recalls the mentors who showed him how to turn his passion into a business; the competitors who became friends, foes, or both; and the sharks that circled,

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looking for weakness. What emerges is the long-term vision underpinning his success: that technology is ultimately about people and their potential. More than an honest portrait of a leader at a crossroads, *Play Nice But Win* is a survival story proving that

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while anyone with technological insight and entrepreneurial zeal might build something great—it takes a leader to build something that lasts. The Autobiography Sir Richard Branson Richard Branson Secrets They Won't Teach You at Business School A CEO's Journey from

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Founder to Leader
100 Queer Poems
Looking for advice on
setting up your own
company, improving
your career prospects,
or developing your
leadership skills? Why
not ask Richard
Branson? In Like a
Virgin: Secrets They
Won't Teach You in
Business School,

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Richard distils and shares the wisdom and experience that have made him one of the world's most recognised and respected entrepreneurs. From his 'Top 5 secrets of Business Success', to hard hitting discussions about the global financial crisis,

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this book brings together his best advice on all things business. It's business school, the Branson way.

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audiobook summaries.
Learn how a high school dropout became one of the most successful business leaders of today. As a multibillionaire, Richard Branson found success when he challenged convention and did the unexpected. Now,

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he ' s laying out his secrets for success to help future entrepreneurs and business leaders. With four decades of taking notes, failing at many endeavors, and succeeding at many more, Branson tells us what he ' s learned throughout his career as an entrepreneur. As

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you ' ll find out,
Branson is more than
just a great leader.
You ' ll also discover
how being a great
listener and cultivating
a passionate culture
are perhaps two of the
greatest skills you ' ll
need for success. Keep
reading to find out
why speeches are a
waste of time, how

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keeping it simple is key in business, and why young people are essential to a company ' s success. Richard Branson's Virgin Atlantic was valued at over £ 1.2 billion when he sold a 49% stake to Singapore Airlines in 1999. This was an extraordinary

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achievement for an airline that began life in 1984 with one plane. Virgin Atlantic became one of the world's top airlines only after surviving an incredible dirty tricks campaign by British Airways. Award Winning investigative journalist Martyn Gregory exposed BA's

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secret war, and he reveals the full story in Dirty Tricks.

How To Shift Your Company Beyond Being Transactional to Truly Transform and Even Transcend Business...Forever Evolved Enterprise is an illustrated journey for 21st century entrepreneurs ready to

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explore how greater
purpose, joy and
meaningful impact
create fierce brand
loyalty, marketplace
leadership and deliver
exceptional profits.

Who Is Richard
Branson?

Like a Virgin
10 Secrets of the
World's Greatest
Brand Builder

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Living with abuse,
undiagnosed autism,
and COVID-grade
crazy

If It's Not Fun, It's
Not Worth Doing
Reach for the Skies
Sir Richard Branson
released his best-
selling autobiography
Losing My Virginity:
How I've Survived,

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Had Fun, and Made a Fortune Doing Business My Way in 1998. The book chronicles Branson's adventures in his business life and his personal life while offering valuable advice for others who need inspiration or want to follow in his

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footsteps. The book follows his life in quite vivid detail until the age of forty-three. This autobiography gives us the opportunity to see what made this man, who became worth 5.1 billion dollars and had fun doing it. Sir Richard Branson was

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born on July 18, 1950
in London, England.
He is well known for
starting the Virgin
Group which has
ownership of more
than 400 companies.
One of the world's
most famous business
leaders (and a well-
known avian fanatic)
explores the pioneers

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of flight. Bestselling author and billionaire entrepreneur Sir Richard Branson has always been obsessed with the skies. To promote a new Virgin Airlines route, he became the first man to water ski behind a blimp. His Virgin Galactic

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venture will soon offer ordinary people the opportunity to experience spaceflight aboard the first commercial spaceliner, SpaceShipTwo. In *Reach for the Skies*, Branson examines the history of aviation over the last two

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hundred years,
putting the spotlight
on trailblazers such
as: *Tony Jannus,
who made the first
ever commercial
flight over Tampa
Bay, Florida, in 1914.
*Leo Valentin, the
"bird man" who
jumped from 9,000
feet wearing a pair of

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wooden wings in the
1950s. *Steve Fossett,
who broke 130 world
records in planes,
balloons, and
airships. The pioneers
of flight-not just the
world-famous Wright
Brothers, but also
lesser known
visionaries and
dreamers-made it

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possible for any of us
with the desire and
the commitment to
reach for the skies
ourselves.

Candid, funny,
inspirational and
often revealing about
Branson's family,
close friends and his
personal philosophy
on life and business,

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this long-awaited autobiography covers dramatic events such as the dirty tricks campaign and the balloon adventures. For the last 50 years, drug prohibition laws have put the market for illegal drugs into the hands of organised criminals.

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Now, it ' s time to
take control. Ending
the failed war on
drugs will reduce
drug-related violence,
tackle organised
crime, end the
needless
criminalisation of
millions, and will halt
the drain on
government funds

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and resources. In this book, global opinion-leaders on the frontline of the drug debate describe their experiences and perspectives on what needs to be done.

Highlighting the pitfalls behind drug policy to-date and bringing to light new

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policies and approaches, which make a clear case for galvanizing governments to end the war on drugs – once and for all.

Finding My Virginit
Business Stripped
Bare

Moonshots

Everything I Know

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About Leadership
How to Make a
Spaceship
The Power of Many
Richard Branson is a
well-known
international
entrepreneur, and his
lessons in life and in
business, have served as
an inspiration for
everyone who dreams

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of pursuing a career in business, and seeks to make a name for themselves in the competitive world around them. In this book, you will learn about Branson, his different businesses as well as lessons he learned along the way that you can integrate in your daily life. This

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isn't a biography, it is more about how Branson got started in business, how he managed them, and how he handled failures and criticisms. This book also offers tips, advice, and secrets of how Branson achieved success in business, in spite of his many failures and the

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obstacles he faced
along the way. If you
want to achieve success
like Richard Branson as
an entrepreneur,
planning to establish
your own business, this
book will prove to be a
useful source of
inspiration to help you
along the way.

Never lose the thrill of
trying something for

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the first time. Fifty years ago, Sir Richard Branson started his first business. In his new autobiography, *Finding My Virginit*y, the Virgin Founder shares his personal, intimate thoughts on five decades as the world's ultimate entrepreneur.

Following on from

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where bestselling
Losing My Virginity
left off at the dawn of
the new millennium,
Finding My Virginity
reveals how Branson
created 12 different
billion dollar businesses
and hundreds more
companies across
dozens of sectors,
whilst breaking world
records on land, sea

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and air. It takes us behind the scenes as Sir Richard Branson creates the world's first commercial spaceline, Virgin Galactic, and handles the biggest crisis he has ever faced. Join Sir Richard as he juggles working life with raising his children Holly and Sam, building a

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marriage with his wife Joan and creating a unique company culture. Discover how he created a new life on Necker Island, while continuing to grow the Virgin brand into all corners of the world. Get the real story behind adventures and run-ins with everyone from Bill Gates and

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Kate Moss to Nelson
Mandela and Barack
Obama. This is the true
account of how the
Virgin Founder
reinvented himself and
his brand for the 21st
century, while
continuing to push
boundaries, break rules
and reach for the stars
in more ways than one.
This is the story of the

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man behind the beard,
the business, the
bravado and the brand.
Find out how the
ultimate entrepreneur
did it for the first time -
all over again.

This is a book on
leadership from
someone who has
never read a book on
leadership in his life.

While building the

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Virgin Group over the course of forty years, Richard Branson has never shied away from tackling seemingly outlandish challenges that others (including his own colleagues on many occasions) considered sheer lunacy. He has taken on giants like British Airways and won, and

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monsters like Coca-Cola and lost. Now Branson gives an inside look at his strikingly different, swashbuckling style of leadership. Learn how fun, family, passion, and the dying art of listening are key components to what his extended family of employees around the

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world has always
dubbed (with a wink)
"the Virgin Way." This
unique perspective
comes from a man who
dropped out of school
at sixteen, suffers from
dyslexia, and has never
worked for anyone but
himself. He may be
famous for thinking
outside the box—an
expression he

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despises—but Branson asserts that "you ' ll never have to think outside the box if you refuse to let anyone build one around you." The unusual, frequently outrageous autobiography of one of the great business geniuses of our time, Richard Branson. In little more than twenty-

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five years, Richard Branson spawned nearly a hundred successful ventures. From the airline business (Virgin Atlantic Airways), to music (Virgin Records and V2), to cola (Virgin Cola), and others ranging from financial services to bridal wear, Branson

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has a track record second to none. Many of his companies were started in the face of entrenched competition. The experts said, "Don't do it." But Branson found golden opportunities in markets in which customers have been ripped off or underserved, where

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confusion reigns, and the competition is complacent. In this stressed-out, overworked age, Richard Branson gives us a new model: a dynamic, hardworking, successful entrepreneur who lives life to the fullest. Branson has written his own "rules" for success, creating a

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group of companies with a global presence, but no central headquarters, no management hierarchy, and minimal bureaucracy. Family, friends, fun, and adventure are equally important as business in his life. Losing My Virginity is a portrait of a productive, sane,

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balanced life, filled with rich and colorful stories, including: -
Crash-landing his hot-air balloon in the Algerian desert, yet remaining determined to have another go at being the first to circle the globe - Signing the Sex Pistols, Janet Jackson, the Rolling Stones, Boy George,

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and Phil Collins -
Fighting back when
British Airways took on
Virgin Atlantic and
successfully suing this
pillar of the British
business establishment
- Swimming two miles
to safety during a
violent storm off the
coast of Mexico -
Staging a rescue flight
into Baghdad before

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the start of the Gulf War And much more. Losing My Virginity is the ultimate tale of personal and business survival from a man who combines the business prowess of Bill Gates and the promotional instincts of P. T. Barnum.

Leaders

Creating a World of

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Abundance
Values for Success in
Business and in Life
The New
Autobiography
The Virgin Way
Summary of “ The
Virgin Way ” by
Richard Branson - Free
book by
QuickRead.com
Richard shares and distils
his secrets of leadership

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and success. Featuring anecdotes from his own business dealings, as well as his observations of many others who have inspired him - from politicians, business leaders, explorers, scientists and philanthropists - Richard reflects on the qualities he feels are essential for success in today's world. This is not a

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conventional book on leadership. There are no rules - but rather the secrets of leadership that he has learned along the way from his days at Virgin Records, to his recent work with The Elders. Whether you're at the beginning of your career, or head of a Fortune 500 company - this is your guide to being your own CEO (Chief

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Enabling Officer) and becoming a true leader - not just a boss.

From the trailblazing founder and CEO of the Virgin Group, a powerful argument for using business to make a positive impact in the world. Richard Branson, one of the world ' s most famous and admired business leaders, argues that it ' s time to turn

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capitalism upside down—to shift our values from an exclusive focus on profit to also caring for people, communities and the planet. As he writes, “ My message is a simple one: business as usual isn ’ t working. In fact, it ’ s ‘ business as usual ’ that ’ s wrecking our planet. Resources are being used up; the air, the

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sea, the land—are all heavily polluted. The poor are getting poorer. Many are dying of starvation or because they can't afford a dollar a day for life-saving medicine. . . . Prophesying doom and gloom is simply not my style. . . . I think business can help fix things and create a more prosperous world for everyone. I

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happen to believe in business because I believe that business can be a force for good. By that I mean doing good is good for business. ” Screw Business as Usual shows how easy it is for both businesses and individuals to embark on a whole new way of doing things, solving major problems and turning our work into

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something we both love
and are proud of.
The quantum future --
What if ... -- Intellectual
curiosity, the
entrepreneur's
superpower -- The
perception is the reality
-- Imagine this --
Creating the post-
scarcity world, life
without tradeoffs --
Disruption, wildfires, and
the entrepreneurial life

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cycle -- You don't have
to be a rocket scientist to
launch your moonshot --
Sailing true north --
Optimism and other self-
fulfilling prophecies --
Ripples in the pond of
possibility -- In the light
of mind -- To the moon,
and beyond -- Curing
healthcare -- Taking
education to school --
Vision without execution
= hallucination --

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Stepping-stones to success -- Paying it forward -- Cleared for liftoff, the big takeaways for launching your moonshot -- Keep in touch.

This is the bestselling autobiography of iconic entrepreneur Sir Richard Branson, featuring his take on his latest business ventures, personal achievements and

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intrepid adventures. You
ll discover how Sir
Richard is committed to
building a better world t
Business the Richard
Branson Way
Diagnosis Normal
Behind the Mask
Screw It, Let's Do It
Mum's the Word
Ballooning, Birdmen,
and Blasting into Space
A New York Times
bestseller! The historic

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race that reawakened the promise of manned spaceflight A Finalist for the PEN/E. O. Wilson Literary Science Writing Award Alone in a Spartan black cockpit, test pilot Mike Melvill rocketed toward space. He had eighty seconds to exceed the speed of sound and begin the climb to a target no civilian pilot had ever

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reached. He might not make it back alive. If he did, he would make history as the world ' s first commercial astronaut. The spectacle defied reason, the result of a competition dreamed up by entrepreneur Peter Diamandis, whose vision for a new race to space required small teams to do what only the

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world ' s largest governments had done before. Peter Diamandis was the son of hardworking immigrants who wanted their science prodigy to make the family proud and become a doctor. But from the age of eight, when he watched Apollo 11 land on the Moon, his singular goal was to get to space. When he realized

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NASA was winding down manned space flight, Diamandis set out on one of the great entrepreneurial adventure stories of our time. If the government wouldn't send him to space, he would create a private space flight industry himself. In the 1990s, this idea was the stuff of science fiction. Undaunted, Diamandis

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found inspiration in an unlikely place: the golden age of aviation. He discovered that Charles Lindbergh made his transatlantic flight to win a \$25,000 prize. The flight made Lindbergh the most famous man on earth and galvanized the airline industry. Why, Diamandis thought, couldn't the same be done for space flight?

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The story of the bullet-shaped SpaceShipOne, and the other teams in the hunt, is an extraordinary tale of making the impossible possible. It is driven by outsized characters—Burt Rutan, Richard Branson, John Carmack, Paul Allen—and obsessive pursuits. In the end, as Diamandis dreamed, the

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result wasn't just a victory for one team; it was the foundation for a new industry and a new age.

"The brave may not live forever-but the cautious do not live at all!" -Sir Richard Branson
Richard Branson is an iconic entrepreneur and the founder of Virgin Airways, Virgin Records, and many other Virgin

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businesses around the world. Now he shares the inside track on his life in business and reveals the incredible truth about his most risky, brilliant, and audacious deals.

Combining invaluable advice with remarkable, and candid stories of Virgin's greatest achievements, as well as some of its setbacks, this is a dynamic,

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inspirational, and truly original guide. Whether you are an executive, an entrepreneur, or are just starting out, Branson strips business down to show how you can succeed and make a difference.

Throughout my life I have achieved many remarkable things. In this book I'll share with you my ideas and secrets of

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my success, but not simply because I hope they'll help you achieve your individual goals. Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and organisations, to do no harm. I will explain why

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we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business. A lot has changed since I founded Virgin in 1968, and I'll explain how I intend to take my business and my ideas to the next level and into

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new and exciting areas - such as launching Virgin fuels. But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success. Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I

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hope that you too might find a little inspiration between these pages.

‘ I have three gears: glum melancholy, inappropriate outbursts, and extreme slapstick. On a good day, I can pass as normal but not for too many minutes. I ’ m what most people would regard as a hardened introvert . . . I like other people. I ’ m just not

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very good at them. '

Emma Jane has lived a thousand colourful lives. She escaped a small town and a traumatic childhood by moving to Sydney, where she made an indelible imprint on the oppressively blokey mediascape. She played in an all-girl band, married a rock star she hardly knew, had a baby, ditched journalism for

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academia, and changed her name from Emma Tom to Emma Jane. But all the while she was struggling with her mental health. Then, during the first Sydney lockdown she was accidentally sectioned in a psychiatric ward. At the time she wasn't sure whether to be more embarrassed by the institutionalisation or the

fact she ' d forgotten to set her at-home eyebrow dye timer and looked like Groucho Marx. Given everyone suffered some sort of corona-related DIY body hair disaster, however, she decided to focus on her confinement, and when she was subsequently diagnosed with autism spectrum disorder a number of things

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suddenly fell into place. Emma writes candidly about the complex combination of autism, mental illness and childhood sexual abuse that led to her being the person she is, and explores the impact each has on so many others in society. Critically, by breaking the toxic silence surrounding sexual violence and mental

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illness, she raises the possibility of not just surviving them but thriving. As she writes:

‘ We need to speak unspeakable things. We need more un-pretty stories. ’

How to Re-Think, Re-Image and Re-Invent Your Business to Deliver Meaningful Impact and Even Greater Profits
Losing My Virginity

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Richard Branson His Life
and Business Lessons

Branson

Let's Not Screw It, Let's
Just Do It

How I've Survived, Had
Fun, and Made a Fortune
Doing Business My Way

Sir Richard

Branson ' s amazing
memoir is now
updated to include
the effect on the

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Virgin Group of 11
September, his views
on the war in Iraq, the
rise of Virgin Blue
and the flotation of
Virgin Mobile.

Discover how Virgin
is moving into the US
domestic flight
market and why he
set up the charitable
body “ Virgin

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Unite ” . As ever, his thirst for challenge is unquenched. Sir Richard reveals the thrills of the world record attempt with the Virgin Atlantic Global Flyer and taking Virgin to the final frontier as Virgin Galactic are poised for a new era of

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commercial space
travel. Compelling.
Brilliant. Revealing.
Funny. Inspirational.
Extraordinary. Reveali
ng Sir Richard ' s
unique story, his
personal philosophy
on life, the Virgin
brand and business
Losing My Virginity
is an autobiography

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without equal.

Is it possible to run a multibillion-dollar corporation on the power of trust? Must you set aside your authentic self as you climb the corporate ladder? Is there another role for technology beyond saving costs and

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creating efficiencies?
In The Power of
Many, Meg
Whitman, former
president and CEO
of eBay, speaks to
these questions and
more, identifying ten
core values that
steered her—and can
steer any leader—to
success without

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ethical compromise.
During her decade at
the helm of eBay,
Meg Whitman
transformed it from a
tiny start-up into a
nearly \$8 billion
global powerhouse,
revolutionizing the
way goods are bought
and sold online.
Fortune magazine

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twice named her the
Most Powerful
Woman in Business.
Now, with the
vitality, candor, and
often self-effacing
humor that is her
trademark, Meg lays
out the ten core
values that she credits
not only with her
strategic success but

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with many of the joys and satisfactions of her private life.

Values such as trust, authenticity, courage, and validation are not naive, Meg shows us, and they are definitely not a luxury. Rather, they are essential tools for success that go hand

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in hand with traditional business practices—like holding oneself accountable or growing a company efficiently. She believes they are the foundation of strong management in the twenty-first century. Today, technology

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and the transparency it brings demand that organizations demonstrate a character that aligns with the values of their communities. Meg illustrates the origins of her values and the underpinnings of her approach with

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compelling stories
from her
extraordinary career
and her down-to-
earth
upbringing—from
the harrowing twenty-
two-hour system
outage that nearly
sunk eBay to the
indomitable spirit of
her eighty-nine-year-

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old mother, who grew up in Boston society but worked as an airplane mechanic during World War II. It was her mother, Meg says, who gave her “ a bias toward action. ” Here, too, are stories of finding her equilibrium during the time when

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she had young children, and in her marriage to a neurosurgeon with his own highly demanding career. Meanwhile, her experiences at some of America ' s best-known companies, including Disney, FTD, and Procter &

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Gamble, offer valuable case studies of what can go wrong and right, and how even mistakes can be transformed into opportunities. Meg Whitman shows us that achievement can and should be teamed with optimism, trust, and

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honesty. The Power of Many offers the insights and motivation we need to propel ourselves to the next level—to scale, as Meg would say—in business and in life.

Twenty years after his iconic memoir *Losing My Virginity*, the

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world ' s ultimate entrepreneur is back with the rest of the story. Richard Branson ' s Losing My Virginity shared the outrageous tale of how he built Virgin from a student magazine into one of the greatest brands in history. No challenge

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was too daunting, no opportunity too outlandish to pursue. And each new adventure started with five simple words: “ Screw it, let ’ s do it. ” Now, fifty years after starting his first business, Branson shares the candid

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details of a lifetime of triumphs and failures and what he really thinks about his unique life and career. Finding My Virginity is an intimate look at his never-ending quest to push boundaries, break rules, and seek new frontiers—even

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after launching a dozen billion-dollar businesses and hundreds of other companies. As he led Virgin into the new millennium, Branson fearlessly expanded the brand into new categories such as mobile, media, fitness, and banking

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and into every corner
of the globe—all
while preserving its
iconoclastic, scrappy
spirit. He even
brought Virgin into
space with Virgin
Galactic, the
world ' s first
commercial
spaceline. Finding
My Virginity takes us

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behind the scenes of
the incredible brains,
heart, and sacrifices
that have gone into
making private
spaceflight an
imminent
reality—even after
the biggest crisis
Branson has ever
faced. But this book is
much more than a

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series of business adventures. It ' s also the story of Branson ' s evolution from hotshot entrepreneur to passionate philanthropist and public servant, via Virgin Unite ' s environmental and health initiatives and

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through the Elders, a council of influential global leaders. And it ' s the story of his personal quest to become a better son, husband, father, and “ grand-dude ” to his four grandchildren. Featuring a supporting cast that

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includes everyone from Bill Gates to Kate Moss, Nelson Mandela to Barack Obama, this is the gripping account of a man who will never stop reaching for the stars, in more ways than one. Find out how Branson did it for the first time—all

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over again.

Mary Jean Chan and Andrew McMillan's luminous anthology, *100 Queer Poems*, is a celebration of thrilling contemporary voices and visionary poets of the past. Featuring Elizabeth Bishop, Langston Hughes,

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Ocean Vuong, Carol
Ann Duffy, Kae
Tempest and many
more. Encompassing
both the flowering of
queer poetry over the
past few decades and
the poets who came
before and broke new
ground, 100 Queer
Poems presents an
electrifying range of

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writing from the
twentieth century to
the present day.

Questioning and
redefining what we
mean by a 'queer'
poem, you'll find
inside classics by
Elizabeth Bishop,
Langston Hughes,
Wilfred Owen,
Charlotte Mew and

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June Jordan, central contemporary figures such as Mark Doty, Jericho Brown, Carol Ann Duffy, Kei Miller, Kae Tempest, Natalie Diaz and Ocean Vuong, alongside thrilling new voices including Chen Chen, Richard Scott, Harry

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Josephine Giles,
Verity Spott and Jay
Bernard. Curated by
two widely acclaimed
poets, Mary Jean
Chan and Andrew
McMillan, 100 Queer
Poems moves from
childhood and
adolescence to
forging new homes
and relationships with

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our chosen families,
from urban life to the
natural world, from
explorations of the
past to how we find
and create our future
selves. It deserves a
place on the shelf of
every reader keen to
discover and
rediscover how queer
poets speak to one

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another across the
generations.

Myth and Reality
Turning Capitalism
into a Force for Good
Screw It, Let's Do It
Expanded
The High-Flying
Adventures of Eve
Branson
The End of Stress
British Airways'

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Secret War Against Virgin Atlantic

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