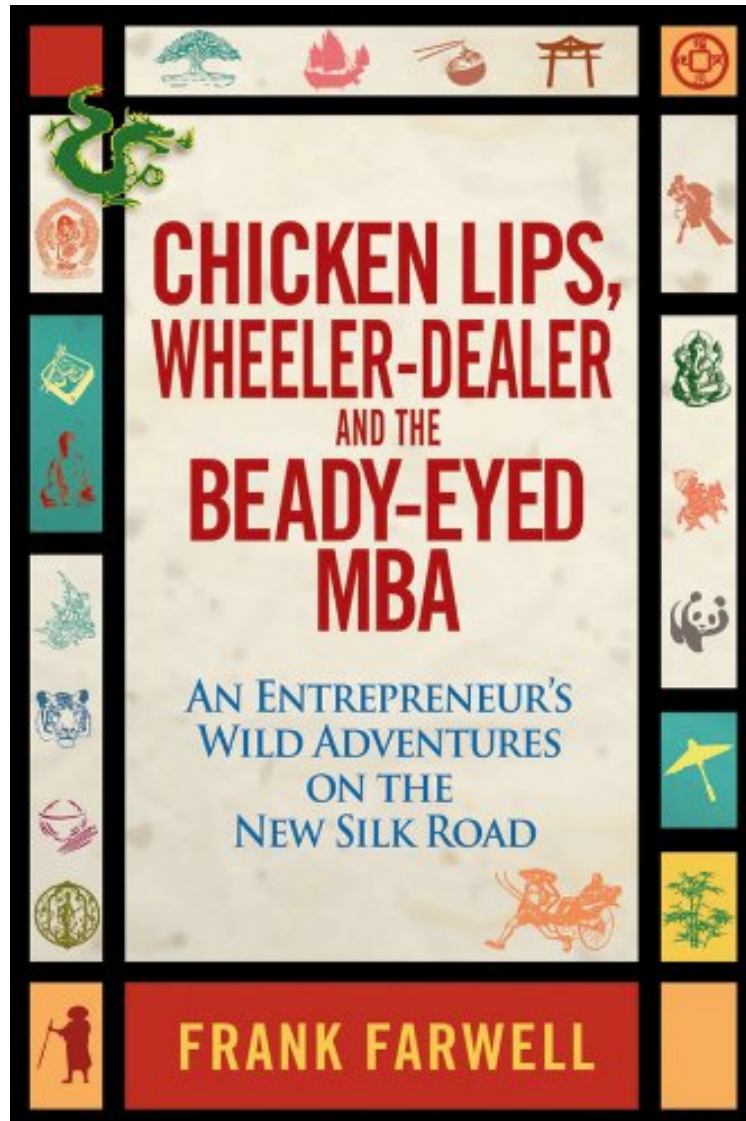


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Chicken Lips, Wheeler-Dealer, and the Beady-Eyed M.B.A: An Entrepreneur's Wild Adventures on the New Silk Road

Frank Farwell

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Frank Farwell : Chicken Lips, Wheeler-Dealer, and the Beady-Eyed M.B.A: An Entrepreneur's Wild Adventures on the New Silk Road before purchasing it in order to gage whether or not it would be worth my time, and all praised Chicken Lips, Wheeler-Dealer, and the Beady-Eyed M.B.A: An Entrepreneur's Wild Adventures on the New Silk Road:

0 of 0 people found the following review helpful. Suspenseful and amusing tale of entrepreneurial challengesBy David

N. Barkhausen This is an extraordinary and usual business book. It is much more than a story of how one man, through extraordinary persistence, creativity, and a bit of luck found his entrepreneurial pot of gold at an early age with a mail order business. It is both suspenseful and amusing, with an interesting plot and character development. While it might be especially relevant for would-be entrepreneurs, especially those venturing into unfamiliar foreign lands, I recommend it for anyone wanting insight into life on the edge for those taking on such challenges and wanting to be entertained at the same time. Great stuff!! - David Barkhausen 3 of 3 people found the following review helpful. A masterful telling By Deb Kaminsky, MBA Farwell pilots readers through the stormy skies of a young idealist's drive to independence. Key teachings include the personal cost of establishing a successful business, fundamentals of financial austerity, and the absolute necessity of making a business work on available resources. Tray-tables up and fasten your seat-belts for an exciting ride on the "New Silk Road". 1 of 1 people found the following review helpful. Chicken Lips, the Wheeler Dealer and the Beady-Eyed MBA By Dave39 Chicken Lips, the Wheeler Dealer and the Beady-Eyed MBA is a page turner and this said by someone without a strong business background. I had no idea of the enormous amount of hard work, dedication, energy and insight that it takes to start one's own company. This book is highly entertaining, exciting and a must read for anyone - business person or not.

One man's worldwide entrepreneurial adventurehellip;and how to follow in his footsteps Part memoir, part practical guide for any budding entrepreneur, Chicken Lips, Wheeler-Dealer and the Beady-Eyed M.B.A. is the story of how one man abandoned a cushy publishing job in Manhattan to pursue his dream of working for himself. Spanning eleven years, the book tells the sometimes moving, sometimes funny, and always inspiring story of Frank Farwell, who rediscovered a forgotten product from China and cashed in on a readily defined American market niche. A fascinating look at the transitional years of modern China, the book is packed with helpful information for anyone keen to leave well-paid tedium for the Wild West of self-employment. As the interest in self-employment rises, Chicken Lips, Wheeler-Dealer, and the Beady-Eyed M.B.A. fills an important niche. Covering the successes and failures that mark the path of the committed entrepreneur, the book entertains and instructs using concrete, real-life examples that clearly illustrate the dos and don'ts of running your own business. A non-fiction look at the world of self-employment that uses a real-life story to illustrate successes and pitfalls Includes a "Lessons Learned" appendix that succinctly explain the most important takeaways for starting your own business A compelling insight into entrepreneurship that spans continents The story of a tenderfoot company and its neophyte boss who maneuvers his way in and out of trouble to ultimately build a business that is still thriving today, Chicken Lips, Wheeler-Dealer, and the Beady-Eyed M.B.A. is a fascinating, informative look at entrepreneurship in the twenty-first century.

Pick up this book and strap yourself in for a wild ride! Frank Farwell lets you peer into the heart and soul of an entrepreneur as he tells of building WinterSilks from the ground up. From staring into the abyss of failure to seeing a glimmer of light on the path to success, this story has it allmdash;sheer guts, dogged persistence, personal sacrifice, naive stumbling, learning and adaptation, plain old luck, high anxiety, sleepless nights, and more. Farwell tells his tale with keen observation and great wit. If you want to be an entrepreneur, this book tells you what it's all about. Alan R. Meyer Co-founder and CEO, Ocularis Pharma Former EVP CFO, PathoGenesis Brutally honest and funny, this entrepreneur's journey from start-up to sale has a Hollywood ending. The book is hard to put down and, equally important, the never-say-die story is a wonderful lesson for anyone in the world who wants to start and run their own business. Dan Schwartz Former Chairman and CEO, Asian Venture Capital Journal Founder, President and CEO, Qiosk.com Anyone wanting to become a successful entrepreneur should read Frank Farwell' book. His amazing journey from an under-capitalized start-up to owner of a multimillion dollar company is told with warmth and humor. His disasters and successes and the astonishing characters he meets along the way will be recognized by entrepreneurs around the world. Who says that you can' have fun while making money?! Bill Heinecke Founder, Minor Group Author of The Entrepreneur Frank Farwell provides us with a rare glimpse into the mind of an entrepreneur. From humble beginnings, Farwell ultimately built the highly successful WinterSilks catalog. Part of what makes reading this book more fun and memorable than the typical business book is that it is peopled with characters the reader can learn from, understand and enjoy, such as "Old Pro" and "Gray Flannel Godzilla." This engaging and easy-to-read book is full of practical advice for would-be entrepreneurs, and reinforces critical business principles. It also encourages focusing on the human sidemdash;motivating employees, suppliers... and even bankers like "Chicken Lips." Michal Clements Senior Principal, The Cambridge Group The most honest, insightful entrepreneur's memoir I've ever read. Today, it seems that everyone who undertakes a business venture is deemed an entrepreneur. Frank Farwell is one of the few who deserved and earned the title. Chicken Lips strips away the prevailing romantic illusions about entrepreneurship and provides an honest in-depth account of the WinterSilks story. Every businessperson or prospective entrepreneur can benefit from the lessons Farwell learned on the new Silk Road. Bill Pinkovitz Professor, University of Wisconsin-Extension Former Director, Wisconsin Small Business Development Center The reader sees here the link of the retail supply chain to China in a far more revealing story of complexity and personal risk than any Harvard Business School case. Farwell tells the gripping story of a commercial chess game in which the opposing

pieces are unknown in number and in strength. He adds the story of bankers willing to buy rotten mortgages but reluctant to lend to the entrepreneur with emerging but delicate value. John Balkcom President Emeritus, St. John's College, Santa Fe Former Partner, Booz Allen Hamilton I wish I had this book when I was teaching management and marketing and counseling small business owners. Farwell's story is based on first-hand experience and reads like a suspense novel. It covers target market, product mix, pricing, promotion, and distribution; planning, organization, and leadership; perseverance, adaptability to change, crisis management, watching the numbers, developing mentor relationships. . . . Name the issue and it is here, in a fast-paced, humorous style. Allen Raymond MPA, Princeton University, Politics and Economics Former Instructor, U.S. Military Academy As a business school professor, I can testify that we are now far better prepared to help budding entrepreneurs than when Frank started his business 30 years ago. But as a former entrepreneur, I can testify that nothing has changed. It's all there—the euphoric highs, the despairing lows, the pressures on the entrepreneur's family, and the sense of personal loss when the company is finally not yours any more. Entrepreneurs past and present everywhere will recognize themselves in Frank's story. Patrick Turner Affiliate Professor of Entrepreneurship INSEAD Asia Campus If you are considering a jump from the uncertain world of corporate employee to starting a business of your own, this book will encourage you while also serving as a cautionary tale. Farwell tells his story in a compelling and humorous fashion, taking you through the sometimes-harsh reality of entrepreneurship: people issues, personal sacrifices, international disasters, cash flow crises, evolving business processes, leadership challenges and financial intricacies. In the end, his passion for having his own business—and the desire to avoid being an employee—is the force that allows him to emerge victorious. Dr. Deborah Streeter Bruce F. Failing Sr. Professor of Personal Enterprise and Small Business Management The Dyson School of Applied Economics and Management, Cornell University This book is required bedtime reading for every budding entrepreneur. At the end of a long hard day of having many things go wrong and a few things go right, it's reassuring to know that success is possible and that you are not the first to follow the often zigzagging trail a growing business follows. David Ketchum President, Asia Pacific, Bite Communications From the Inside Flap Author Frank Farwell was a disillusioned journalist in his late twenties when he decided to leave the corporate world and strike out on his own. In the depths of a sharp recession, many friends felt he was either extremely brave, or terribly foolish. His small family lived on a shoestring while he survived ongoing foibles and failures, learned from mistakes, met an alarming range of colorful characters and eventually found a forgotten product from China with a defined American market niche. Chicken Lips, Wheeler-Dealer, and the Beady-Eyed M.B.A. is the inspiring and entertaining story of a tenderfoot startup company and its neophyte trail boss who maneuvers his way out of hostile territory into a land of plenty. The sequence of mishaps and recoveries offers some lively lessons on the perils and pitfalls of running a company. This book serves as both an engaging real-life story, as well as a guide to starting and succeeding as an entrepreneur. It entertains and instructs and is as much Ha-Ha as How-To. The story and lessons are based on the author's 11 years as founder and president of WinterSilks (www.wintersilks.com), a three-time Inc. 500 company. Read it and be inspired to embark on your own journey... From the Back Cover Pick up this book and strap yourself in for a wild ride! Frank Farwell lets you peer into the heart and soul of an entrepreneur as he tells of building WinterSilks from the ground up. From staring into the abyss of failure to seeing a glimmer of light on the path to success, this story has it all—sheer guts, dogged persistence, personal sacrifice, naive stumbling, learning and adaptation, plain old luck, high anxiety, sleepless nights, and more. Farwell tells his tale with keen observation and great wit. If you want to be an entrepreneur, this book tells you what it's all about. 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