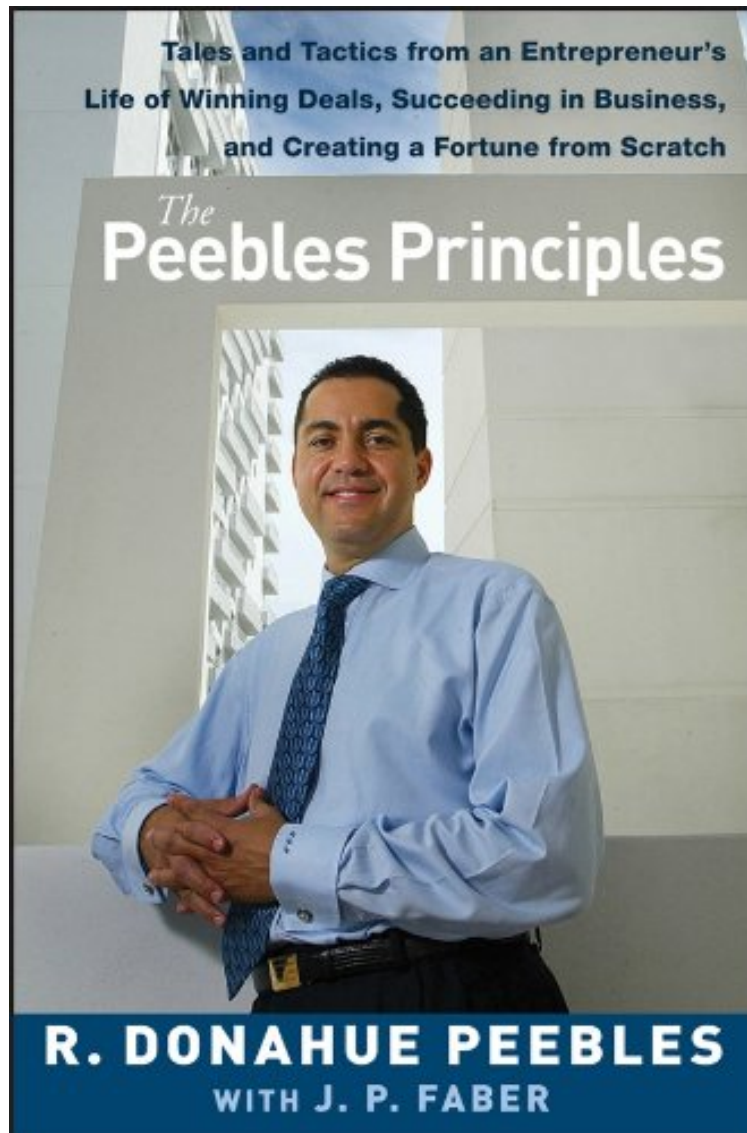


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The Peebles Principles: Tales and Tactics from an Entrepreneur's Life of Winning Deals, Succeeding in Business, and Creating a Fortune from Scratch

R. Donahue Peebles

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2 of 2 people found the following review helpful. A very candid and helpful book...By Emmie M.I appreciate how surprisingly candid and open Don Peebles was in this book. He shares all the details of how he got started, how he found his deals, how he found people to partner with him, how he used contracts and maneuvers to protect himself, etc. So often you hear people talk about their success but never share the practical steps they took along the way. Don Peebles isn't one of those people. He even demonstrates how to fight opponents while still having integrity and a win-win attitude towards everyone involved in the deal. He's a great example to follow for anyone who wants to develop real estate.1 of 1 people found the following review helpful. Great bookBy jamesI found tremendous value in The Peebles Principles. As an entrepreneur, I rely on autobiographies to serve as unofficial mentors and the points made here are directly applicable to my current experiences.1 of 1 people found the following review helpful. Four StarsBy Thomas AguannoSimilar to Trump's The Art of the Deal; Just different deals.

Praise for The Peebles Principles "Don Peebles is an example of what entrepreneurs are all about. In this engaging and witty book, Peebles shares insights from his own success in the world of high- powered real estate. What makes this book different is Peebles doesn't just focus on the positive, he discusses the failures too--something every entrepreneur can expect in his journey to success. This book should be on every aspiring business- person's bookshelf to be read again and again." --Robert L. Johnson, Founder, BET and Owner, Charlotte Bobcats "The Peebles Principles provides a fun read and a bird's-eye view of the ever- changing world of a real estate entrepreneur. It is a good gut check for would-be entrepreneurs to ask if they have what it takes." --Dr. Peter D. Linnemann, Albert Sussman Professor of Real Estate, Wharton School of Business, University of Pennsylvania "Wow! What magnificent inspiration The Peebles Principles is for anyone seeking to be involved in business. The ground rules found in each chapter are absolute gems, and those alone make the book worth buying." --Cathy Hughes, Founder and Chairperson, Radio One, Inc. "This book is a brilliant example of entrepreneurship, creativity, and principles. Peebles walks you through many of his successful deals, from their inception to their completion. Once you start the book you won't be able to put it down until you've finished the last page." --Dr. Sanford L. Ziff, Founder and Chairman, Sunglass Hut International Inc.

From Publishers WeeklyFor those who dream of becoming power brokers-sophisticated but not flamboyant, confident but not egotistical, a master dealmaker never defeated by setbacks, and all without losing your integrity-you'll want to invest in this delicious account of wheeling, dealing and (other people's) stealing. Reading like a novel-with subplots galore-this title from the CEO of the largest African-American-owned real estate development firm in the country illustrates Peeble's ten principles for achievement while recounting his rise to power. It's hard not to like Peebles, an affable guide whose grandfather was a Washington D.C. doorman for 41 years, and whose grandson now owns a Marriott in the same city. Through the series of mind-boggling moves that put him on top, Peebles shows how his early success "was based on my ability to control some essential aspect of the deal....in the classic terms of supply and demand, you've got to control one or the other." Peebles is unafraid to draw back the curtain, using failures as well as triumphs to formulate his principles, among them "Be the last man standing" and "If the key is not working, be prepared to change the lock." A master at positioning his development bids as the most logical choice-which he does again and again-Peebles shows how "a fair shot at winning" is the only advantage one needs to succeed. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.From the Inside FlapAt the tender age of nineteen, Donahue Peebles entered the business jungle with no resources beyond his native smarts, a decent education, and a powerful drive to succeed. Seven years later he became a multimillionaire. Today, with a net worth of more than a quarter-billion dollars, he commands a real estate empire stretching from the boulevards of Washington, D.C., to the sparkling beaches of Miami Beach to the glitzy strips of Las Vegas. How did this determined young entrepreneur achieve such spectacular success so quickly? Can others learn his secrets and emulate his accomplishments? Can you? Part The Art of the Deal and part Why Should White Guys Have All the Fun, The Peebles Principles distills the lessons Mr. Peebles has learned on his journey from congressional page to CEO of the largest Black-owned real estate development firm in the nation. These crisp, straightforward principles can help any motivated entrepreneur go from dirt poor to filthy rich in a hurry. In entertaining first-person accounts of his most important deals, Mr. Peebles reveals how each transaction required him to find new resources within himself to ensure its success. ?Through this process, he discovered valuable principles that would aid him in all of his future endeavors. Some lessons are motivational and inspirational; many are hardball business how-to's that apply in any industry and any type of transaction. Key Peebles Principles include: Make your money going into the deal Control of the deal is more important than cash Being lucky means being ready If the key doesn't fit, change the lock Be a bulldog on details Listen to your first instinct Respond quickly to attacks Find out what the other side really wants and give it to them Turn vinegar into wine; setbacks are opportunities in disguise Seeing value is everything Be the last man standing Colorful and detailed behind-the-scenes accounts of each transaction provide a real-world business context for each principle and show you how to apply them in practice. Complete with a unique discussion of the importance of politics in business and how to make it work in your favor, The Peebles Principles is the indispensable resource for anyone eager to turn dreams of business success into reality very, very fast.From the Back CoverPraise for The Peebles

Principles "Don Peebles is an example of what entrepreneurs are all about. In this engaging and witty book, Peebles shares insights from his own success in the world of high- powered real estate. What makes this book different is Peebles doesn't just focus on the positive, he discusses the failures too; something every entrepreneur can expect in his journey to success. This book should be on every aspiring business- person's bookshelf to be read again and again." —Robert L. Johnson, Founder, BET and Owner, Charlotte Bobcats "The Peebles Principles provides a fun read and a bird's-eye view of the ever- changing world of a real estate entrepreneur. It is a good gut check for would- be entrepreneurs to ask if they have what it takes." —Dr. Peter D. Linnemann, Albert Sussman Professor of Real Estate, Wharton School of Business, University of Pennsylvania "Wow! What magnificent inspiration The Peebles Principles is for anyone seeking to be involved in business. The ground rules found in each chapter are absolute gems, and those alone make the book worth buying." —Cathy Hughes, Founder and Chairperson, Radio One, Inc. "This book is a brilliant example of entrepreneurship, creativity, and principles. Peebles walks you through many of his successful deals, from their inception to their completion. Once you start the book you won't be able to put it down until you've finished the last page." —Dr. Sanford L. Ziff, Founder and Chairman, Sunglass Hut International Inc.