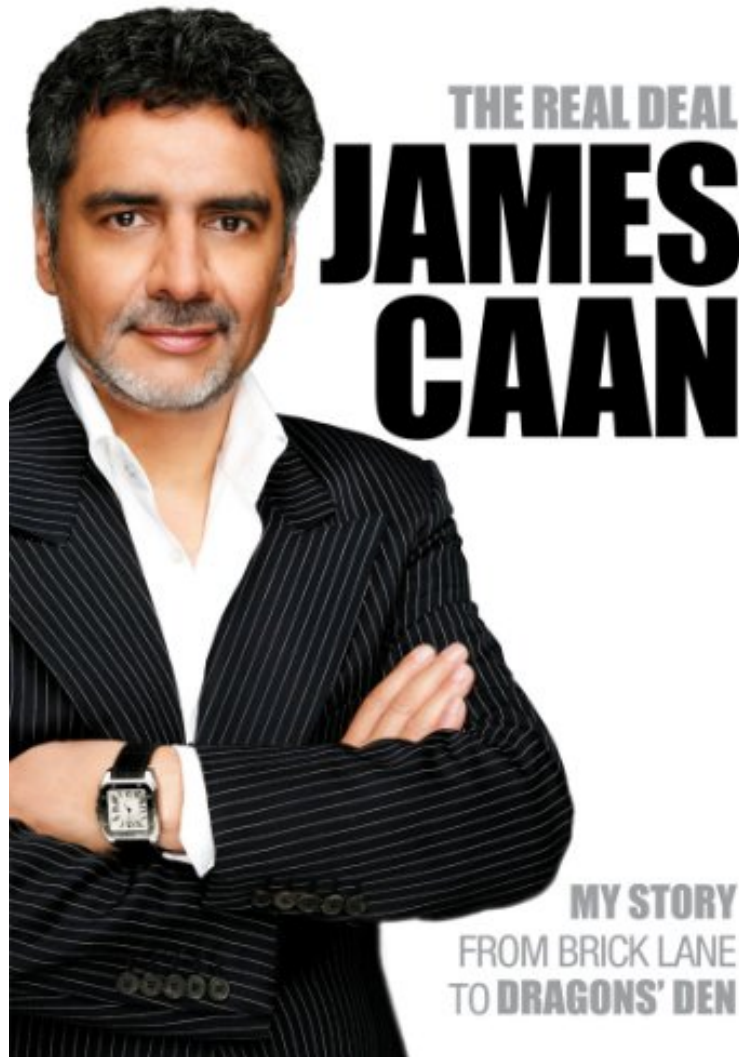


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The Real Deal: My Story from Brick Lane to Dragons' Den

James Caan

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James Caan : The Real Deal: My Story from Brick Lane to Dragons' Den before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Real Deal: My Story from Brick Lane to Dragons' Den:

0 of 0 people found the following review helpful. started off incredibly well-- loved the story line about making it "big" from nothing ...By marshall de leon started off incredibly well-- loved the story line about making it "big" from nothing BUT once selling off Humana the book gets a little self indulgent for me. " I have had dinner with the President, I met this dignitary, I did this, I did that..." Full of self importance, and self indulgence. Pity, as the book (well, the first half) has some great inspiration for anyone who wants to do something for themselves, but the second half of the book-- well, could do with out it....An O.K. read

0 of 0 people found the following review helpful. A deep insight into James Caan

By Anesh This book obviously has a lot to do with business. But there's much more to it than

that. The writer starts with his humble beginnings and family life and moves on at a decent pace to his first job and second job and so on until we get to his first leap into entrepreneurship and into further successes. He shares his thoughts, fears and excitements every step of the way. He reveals the complex thought processes of all his major decisions and it makes for wonderful reading. Such a pity he left Dragons Den due to a conflict with Duncan Bannatyne. His style contrasted with the others giving the panel of Dragons a more dynamic mix..0 of 0 people found the following review helpful. A real Success storyBy Jeff EskowEasy read.James comes off as very likeable, and clearly very successful using only his own wits, his drive and his desire to learn.Caan is not afraid to ask good questions, is not afraid to admit he doesn't know something and is not afraid to invest in people who are passionate and driven.My only 'complaint' is that the book reads in a way that makes it all seem so easy.Neither his highs nor his lows struck me as emotional...things happen and James usually makes out well. ;)I liked what I read, and have found a new success story I enjoyed.

After dropping out of school at just sixteen, James Caan started his business life in a broom cupboard with no qualifications and two pieces of fatherly wisdom: 'observe the masses and do the opposite' and 'always look for opportunities where both parties benefit'. Armed with this advice, natural charm and the Yellow Pages, he built a market-leading business with a turnover of pound;130 million and swiftly became one of Britain's most successful entrepreneurs.From Caan's childhood as a Pakistani immigrant to the phenomenal success of his first company and beyond, *The Real Deal* traces both his financial and personal achievements. It offers a frank account of what success at thirty really signifies and brings us right up to the present, including his impact on Dragons' Den and what his charity work, from saving a hospital in London to building a school in Lahore, means to him. Ultimately, it is a story of learning what money is really worth, told by one of the country's most insightful businessmen.