



# What's Luck Got to Do With It: Twelve Entrepreneurs Reveal the Secrets Behind Their Success

Ernst & Young, Gregory K. Ericksen

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An unparalleled opportunity to learn the success secrets of North America's most accomplished entrepreneurs What's Luck Got To Do With It? gives entrepreneurs an opportunity to see, first-hand, just what it is that winners do. The twelve men and women profiled in this book are the creme de la creme of North American entrepreneurs in industries as diverse as construction, high technology, manufacturing, and real estate. Carefully selected by a panel of judges that included leaders in business, the media, and academe, they have received the prestigious Ernst & Young Entrepreneur of the Year Award, and were chosen for this book from among the dozens who have received the award since it was created in 1986. \* Reveals the success strategies of America's top entrepreneurs in technology, real estate, construction, manufacturing and other industries \* Includes profiles of Jim McCann, founder of 1-800-FLOWERS; Jim Koch, founder of the Boston Beer Company; Fran Sussner-Rodgers, founder of Work/Family Directions; and Ted Waitt, CEO of computer company Gateway 2000. ERNST & YOUNG LLP's Entrepreneurial Services practice is dedicated to owner-managed and middle-market businesses and consults in the areas of finance, taxes, accounting, business planning, information systems, and international expansion.



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