



Jamie Oliver: Erfolg nach Rezept

By Clawson, Trevor:

Wiley-VCH, 13.04.2011., 2011. gebunden. Condition: Neu. 1. Auflage. 240 S. INCL. RECHNUNG; ORIGINAL EINGESCHWEIßT. Jamie Oliver ist mehr als nur ein bekannter und frecher Starkoch. Sein Name ist zu einer weltumspannenden Marke geworden, die sowohl Restaurants, Shops, Küchengeräte als auch Magazine, Bücher, DVDs und Fernsehproduktionen beinhaltet. Das Buch gibt einen Überblick über Jamies Karriere und über die Anfänge seines Erfolgs bis heute. Das Besondere bei Jamie Oliver ist, dass er sich selbst und das, was er tut, gewinnbringend zu einer überzeugenden Marke international ausgebaut hat. Der Journalist Trevor Clawson zeigt in seinem Buch die 10 geheimen Strategien, die hinter Jamie Olivers Erfolg stecken. Sie sind: 1. Sei du selbst und noch mehr! 2. Erweitere die Marke! 3. Baue auf dem auf, in dem du gut bist! 4. Denk auch an die soziale Komponente! 5. Werde das Gesicht eines Supermarktes! 6. Gehe auch mit Widrigkeiten entsprechend um! 7. Werde international! 8. Schütze die Marke! 9. Sei kontrovers! 10. Sei mutig bzw. wage etwas! Sprache: Deutsch Gewicht in Gramm: 428.



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