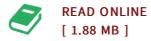




# Irrational Persistence: Seven Secrets That Turned a Bankrupt Startup Into a \$231,000,000 Business

By Dave Zilko

Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. A modern-day Detroit success story that fuels the entrepreneurial fire. Irrational Persistence tells the story of Garden Fresh Gourmet, and how two entrepreneurs turned a million-dollar debt to a 100-million-dollar annual revenue. Woody Allen famously said that 80 percent of success is just showing up; but any entrepreneur can tell you that it s the other 20 percent that s key. The founders of Garden Fresh took that old saying to heart, building so many strategic advantages into their products and business that their sales team didn t have to do any selling - they simply had to show up. In this book, you ll find out what kind of legwork goes into building a megasuccess product, and the strategies, methods, and just plain stubbornness that helped two guys from Detroit build a market leader. Garden Fresh Gourmet is now the number-one fresh salsa in the US, shipping over a million units every week to Costco, Walmart, Whole Foods, and other national chains - and it all began with two middle-aged guys with negative funds and plenty of ideas. This book shares their journey, insight, and...



# Reviews

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