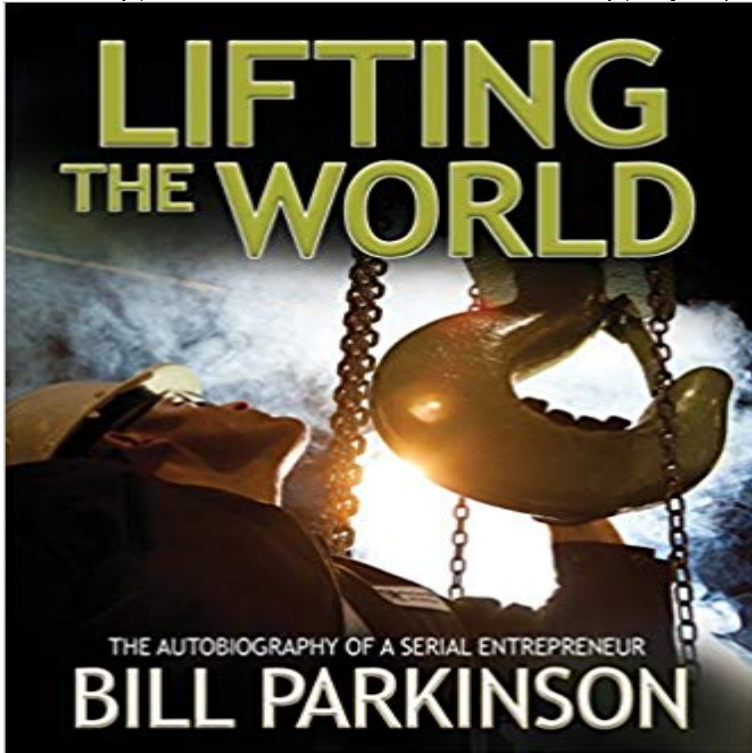


Lifting the World: The autobiography of an entrepreneur



Bill Parkinson's autobiography is a fascinating and heart-warming story of a man who was fired from his job in 1969, which prompted him to start his own business hiring out lifting equipment. Starting with an overdraft of £2500 and a second hand van, he created the largest such company in the world, with global sales of over \$60 million. The book describes how he achieved this phenomenal success in a relatively small niche market. There are lots of anecdotes, especially from the early formative years, which clearly illustrate the attributes necessary to succeed in business, and there are a few cautionary tales showing that Bill's judgement was not infallible. Along the way many businesses were bought, sold, started and closed in a roller-coaster ride of highs and lows. Bill might not be a household name like Richard Branson or Steve Jobs but his story is every bit as interesting; small businessmen and women who'd like to become big businessmen and women will be sure to gain motivation and inspiration from what Bill was able to achieve from a very inauspicious beginning.

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