



# The Accidental Entrepreneur: The Juicy Bits

*Janine Allis*

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**The Accidental Entrepreneur: The Juicy Bits** Janine Allis

**Learn the *other* secrets to success from the founder of Boost Juice**

In *The Accidental Entrepreneur*, author Janine Allis shares the secrets and skills that took her from housewife to entrepreneur to head of a multi-national corporation. As the founder of Boost Juice, Janine has journeyed from zero formal business training to leading a company with over 400 stores in 12 countries. This book takes you down the long road that she travelled, including some quirky stops along the way, and gives you valuable insight into taking the alternative road to business success. You'll learn how she captured the hearts of consumers with her love-life philosophy, and how to hang on to your core values, build the right team, listen to your customers and market like the big boys. As a working mother of four, Janine understands the demands of modern life, and shows you how you can accomplish your goals without sacrificing your health or your relationships in the process.

Boost Juice is in more countries than any other juice bar in the world, employs 6000 people and for the past four years, has grown by an average of 30 stores and four countries every year. And it all began with one housewife in her Melbourne kitchen! Big ideas often start out small, and this book shows you how to nurture them into achieving their full potential.

- Learn how a company grows from kitchen table to \$AUD135,000,000 per annum
- Explore and apply Janine Allis's practical tips for success
- Identify and develop the skills you need to get where you want to be
- Overcome the common obstacles that can throw you off course

If you think the only way to build a prosperous business is to go to a top business school, think again! Janine Allis is living proof that alternative paths are valid. *The Accidental Entrepreneur* charts her course, and provides you with directions to the destination you crave.

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#### **Richard Kowalski:**

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