

# Index

- Alchemist 4
  - differentiation is key 23
  - iconic design acts as magnet 22
  - look for/act on small insights 22
  - maximize chance opportunities 23
- Alderley Edge 1–3, 4, 32, 33, 75
- APEX 138–9
- Arthur, King 2–3
- Avalon Trustee 71–3
  
- Bacon, Tim
  - as cocktail waiter 28–9
  - as entrepreneurial restaurateur 29–33
  - moves to England 28
  - as soapstar 25–6, 27–8, 33–4
  - Tasmanian background 26–7
- Barlow Clowes 13
- Be Magic Ltd 127
- Best, George 52–3, 157–8
- Betting and Gaming Act (1960) 50
- Blackburn Rovers 41
- Blackhouse Grills 31–2
- Blinker's Nightclub 53, 54
- Botham, Ian 167
- British Rail 15–17
- The Bubble Room 146–52
- Bubbleboy 6, 143–4
  - be flexible 153
  - become independent of the business 153
  - sometimes it's not logical 153
  - tap into talent 152–3
  
- Carer 6, 131
  - focus on something you really care about 141
  - lack of education is no barrier 141
  - set high standards 141
  - success regardless of resources 141
- Carsons, Chris 149
- Charlton, Bobby 167
- Clough, Brian 38, 39
- Clowes, Peter 13
- Co-operative Bank 124
- Coleman, Karen
  - care-agency business 136–9
  - Carer 131, 141
  - death of lover 135–6
  - family background 132
  - marriage 136–7
  - pregnancies and children 133–4, 135
  - relationship with mother 132–5
  - suicide attempt 133, 141
- Cooper, Mike
  - digital telephone business 68
  - family background 63
  - financial services sales rep 65–7
  - funeral plan business 70–73
  - reflection on failure and success 69
  - Undertaker 61, 62

- well-balanced and modest 62
- work ethic 63–73
- Cottrills Jewellers 11, 13–14, 18–19, 20, 22
- creative communities 3–6
- Creek, F.N.S. 157
- Cristal champagne 150
  
- Demmy, Selwyn
  - animal sanctuary 57–8
  - book-making business 50–57
  - family background 48–9
  - friendships 52–3, 59
  - Hustler 47–8, 50, 59
  - in Monte Carlo 54–5
  - outside interests 57
  - owns nightclub 53, 54
- Diamond Centre of the North 11, 20
  
- Edwards, Albert
  - centres of influence 82–4
  - charismatic and charming 75
  - dislike of rules and authority 83
  - family background and upbringing 76–9
  - family problems 81–2
  - loss of business 84–5
  - observational skills 82, 86
  - parental divorce 80
  - Prince 75, 87–8
  - property development 82–7
  - tenacious approach/attitude to risk 85–6
  - work ethic 80–81
- entrepreneurial spirit 1–2
- Est, Est, Est 30, 32–3
  
- Friedel, Brad
  - builds soccer academy 41–4
  - modesty 36–7
  - Premier League footballer 37–9
  - in property business 39–42
  
- Rover 4–5, 35–6, 44–5
- Gambling Act (1961) 47
- Gibbons, Giles 165
- Graveyard Sounds 93
- Grey, Thompson, Tanni 167
  
- Hippies 5, 89
  - have something at stake 102
  - look for things you are dissatisfied with 102
  - never lose control of business 102
  - passion can move mountains 102
- Hustler 5, 47–8
  - knowledge of own patch 59
  - power of reputation 59
  - stick to the knitting 59
  - using what you know 59
- It's a Goal!* programme 166–7
  
- James, Ellen
  - education 119–20
  - ethical PR company 118–19, 122–9
  - family background 119
  - Magic Bean 117–18, 129
  - PR experience 120–21
  - as self-actualiser 118
  - single-mindedness 121–2
- Joy Division 93
- JW Johnson 29, 30
  
- Kids Unlimited 89, 94–100
- Koan 123–9
  
- Laureus Sport for Good Foundation 165–7
- Life Café 30
- Living Ventures 30–33
  
- McClellan, Malcolm

- buys inspirational book 156–7, 166
- doing great things with great people 163–7
- education 158–9
- family breakdown 162
- knowledge management 162
- management consultancy business 159–61
- photographed with George Best 53, 158
- ‘quickening’ process 158, 159
- sport to tackle social issues 165–7
- Thinker 155, 168
- Magic Bean 6, 117–18
  - have clear set of values 129
  - look after your people physically, psychologically, economically 129
  - put something back 129
- Magic Beans Charitable Foundation 118, 127
- Mason, Lee
  - apprentice 144–5
  - bar and restaurant owner 146–52
  - Bubbleboy 143–4, 152–3
  - customer service 150–51
  - education 145
  - family background 146
  - people-skills 145
  - risk-taking 148
  - work ethic 144, 145–6, 149
- Massey, Karl
  - Alchemist 11–12, 22–3
  - buys first business 13–14
  - early experience 12–13
  - expansion 19–22
  - moves into corporate long service
    - awards market 14–16
  - passion for selling 11, 14–17
  - recessionary period 18–19
  - relationship with father 12–13, 17–18
- Maverick 5, 103–4
- be a people person 116
- keep your feet on the ground 116
- laugh 116
- set goals 116
- use your intuition 116
- Meritopolis 2–3
- Midland Mainline 135
- millionaire minds 7–8
- Momentum 135
- Mosquito 32
- Mottram Hall Hotel 143–4, 152
- Nashville 3–4
- National Health Service (NHS) 159–60, 166
- Nimogen Ltd 11, 17–18
- Nobel, Michael 166
- Nottingham Forrest 39
- Personal Enterprise Profile (PEP) 7–8
  - corporate 9
  - enterpriser 9
  - entrepreneur 9–10
  - expert 8–9
- Pickering, Stewart and Jean
  - changing the system 91–2
  - Hippies 89–91, 102
  - music business 93–4, 101–2
  - nursery school business 94–100
    - as teachers 91–3
  - workplace nurseries 98–100
- Premier Soccer Academies 41–4
- Prestons of Bolton 11, 20, 22
- Prince 5, 75
  - be tenacious 87–8
  - create informal networks 87
  - look for insights 87
  - surround yourself with positive people 87, 88
- Refuge Assurance Company 97

- Revolution Studios 94, 101
- Roberts, Jeremy 29
- Rover 35
- be prepared for change 45
  - create incentives 44
  - listen to advice 44
  - social goals/successful business link 44–5
- Sad Café 93–4
- Samuels, Sefton 158
- Sayers, Peter 166
- Smith, Delia 161–2, 163, 164, 167
- Smitt, Tim 161
- Soapstar 4
- get hands-on 34
  - get into imaginative zone 33
  - package own business 33
  - see customers as stakeholders 33
- Sons & Daughters* (TV soap) 25–6, 27
- Souness, Graham 41
- Stern Report (2006) 126
- Tarmac 14–15
- The Terry Wogan Show* (TV programme) 28
- TGI Friday 28–9
- Thinker 6, 155
- create an epitaph 168
  - create spirit of war in times of peace 161, 162–3, 168
  - take notice of the 'rule of three' 168
  - visualize 168
- Thomas of Macclesfield, Lord 124
- Undertaker 5, 61
- do the right thing 73
  - set own standards 73
  - small price combined with compound growth 73
  - work hard 73
- Vita Vita 29
- Waugh, Nigel 70
- Wedding Gift World 11, 31
- Wedding Ring World 11, 20
- White, Andy
- celebrates success 111–12
  - collapse of business 107–8
  - construction business 106–7
  - education 106
  - goal-setting 109
  - joins corporate world 108–13
  - Maverick 103–4, 116
  - people skills 104–5, 109, 110, 113
  - property management 113–15
  - risk-taking 111

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>