



# Index

- Across the Board*, 85–86  
Actions, 208, 214  
Adams, Evelyn, 145–146  
The Adare Group, 75, 218  
*Adweek*, 217  
Alessi, Alberto, 127–128  
Allen, Paul, 67  
Amazon, 24  
American dream, 16  
*American Idol*, 22–23  
Amos, Wally, 112  
Anderson, Collin, 47, 88, 94,  
    115, 135  
    biography, 215–216  
Anderson, Fred, 182  
*Angels and Demons* (Brown), 25  
*Apollo 13* (movie), 85  
Apollo 13 (spacecraft), 85  
Apple Computer, Inc., 28, 182  
Archetypes, 229*n*1. *See also* Models  
    definition, 227*n*5  
Arevalo, Gaston, 46  
Asanas, 131–132  
Asians, 65  
*As Luck Would Have It: Incredible Stories  
    from Lottery Wins to Lightning  
    Strikes* (Piven), 99  
AuctionWeb, 130  
Australia, 44, 89  
Australia University Teaching  
    Award, 219  
Automobile industry, 29  
Bachman Turner Overdrive, 36  
Baird, Steven, 162  
Baird and Warner, 162  
Balboa, Rocky, 7  
Ball Corporation, 130  
Bamboo Worldwide, 127  
Band of Angels, 129  
Bankruptcy rules/laws, 46  
    in China, 47  
    severe, 48  
    in the United States, 47  
Beach Boys, 36  
Beatles, 21, 24  
Beaumont, Gustave de, 41  
Belyaev, Anna, 87, 123, 136,  
    148–149, 198  
    biography, 216  
Benham, Lisa, 162  
Benjamin, Walter, 174  
Bennett, Paul, 76  
Berra, Yogi, 162  
Bertelsmann Music Group, 23  
Best, Pete, 24  
*Between Trapezes* (Blanke), 109  
*Billboard*, 33, 34, 35

- Black, Jonathan, 17, 176, 185
- Blaha, Jim, 75–76
- Blame, 64–65
- Blanke, Gail, 109, 135, 150
- Blink* (Gladwell), 133
- Book, Howard, 76
- Borch, Michael, 34, 35
- Born Losers* (Sandage), 86
- Branson, Richard, 67
- Bravo Newspaper*, 223
- Bricklin, Malcolm, 29
- Brown, Dan, 25
- Brown, Yvonne, 35–36
- Burke, Rory, 188
- Burke, Sandra, 188
- Bushnell Center for the Performing Arts, 223
- Business clichés, 19–21
- Business confidence, 8–9, 160
  - building, 10
  - developing, 135
  - humility and, 51–81
- Business cycles, 8, 132–133
  - failures and, 114–115
- Businesspeople
  - achievers, 167–168
  - failures of, 7–9
  - responsibility and, 65
  - risk taker, 139–152
  - as salespeople, 124–128
  - support structure, 149–150
- Canadian Department of Economic Development, 216
- Carman, Fred, 37
- Cavanaugh v. Skil Corporation*, 225
- Championship Selling, 222
- Chen, Steve, 23–24
- Cher, 109
- Chicago Art Source and Artists' Frame Service, 199
- Chicago Business*, 222
- Chicago Tribune*, 35, 124
- Chile, 47
- China, 47
- Choices, 214
  - failures and, 99–100, 119–137
- Clark, James, 24
- Clinton, Bill (President), 87, 234n16
- Clinton, Hillary, 109
- Cloud Nine, 28
- Coach Nick's Championship Selling* (Papadopoulos), 222
- COLECO (CONNECTICUT LEATHER Company), 130
- Comebacks, 7, 21–23. *See also* Failures
- Community Wealth Ventures, 222
- The Complete Idiot's Guide to Business Plans* (Moltz), 204
- CompuVox, 177
- Confidence, 26
  - as building block, 66
  - crisis in, 53
  - in decision making, 206
  - health issues and, 54
  - overconfidence, 184
- Conventional business wisdom, 5–7
- Coordinated Health/Care, 224
- Cowell, Simon, 22–23
- Cuban, Mark, 36
- Culture
  - American, 60–61, 108, 210, 234n16
  - Australian, 44
  - DNA and, 46–49
  - Greek, 43–44
  - immigrants and, 49
  - Japanese, 182
  - Maoris, 117
  - necessity, 46
  - New Zealand, 44
  - perception, 41–42
  - Vietnamese, 42–43
- Cunningham, Larry, 99, 134
- Customer relationships, 192
- Cutler, Harry, 95–96
- Dabaton Corporation, 128
- Dale Carnegie school, 97
- Dallas Mavericks, 36

- Dance Services Network Seniors Programs, 223
- Daniels, Matthew, 128
- The DaVinci Code* (Brown), 25
- Decision making, 144, 148–149, 176  
 confidence and, 206  
 process of, 210–211
- Dell, Michael, 16, 18, 67, 168
- Dell Corporation, 16, 67
- De Los Santos, Valerio, 105
- Democracy in America* (Tocqueville), 41
- DFJ Venture Partners, 174
- Digital Innovation, 47, 94, 215–216, 221
- DNA, culture and, 46–49
- Draper Fisher Jurvetson Portage Venture Partners, 221
- eBay, 24, 130
- Ebbers, Bernie, 73
- e-Dreams*, 173
- Education, 128–130
- Ego, 67–74. *See also* Humility  
 “867-5309,” 35
- Employees  
 attrition, 152  
 morale, 191
- Enron, 73, 74, 228n16
- Entrepreneurs  
 achievements, 4  
 failures and, 3–4  
 first-generation, 49  
 rates of, 45–46  
 start-up, 142  
 successes, 4–5
- Environment, 213
- Errand Solutions, 162–163, 198
- European Journal of Sports Science*, 172
- Executive Development Corporation, 76
- FAA. *See* Federal Aviation Authority
- Failures, 3–7. *See also* Comebacks  
 anticipated, 145  
 business cycles and, 114–115  
 choices and, 99–100, 119–137  
 definition, 106–107  
 embracing, 101–117  
 fear and, 87–88, 213  
 fear of being different and, 88–89  
 index, 45  
 interpretation, 111–112  
 lessons taught, 8  
 license to, 160–163  
 motivation and, 94  
 perceptions, 42–43  
 punishments, 45  
 pursuing, 126  
 versus success, 89–91  
 at the top, 27–29  
 variables, 29–30  
 vocabulary and, 86–87
- Family, 143
- Family-run businesses, 135
- Famous Amos, 112
- Farmiloe, Brett, 133–134  
 biography, 216–217
- Farnell, Larry, 85–86, 93
- Fast Company*, 24
- Fate, 63
- Fear, 204  
 of being different, 88–89  
 choices and, 99–100  
 facing, 95–96  
 failure and, 87–88, 213
- Federal Aviation Authority (FAA), 76–77
- Federal Express, 21
- Feedburner, 221
- Fellowship of Christian Athletes, 122–123
- Fiat Spider, 29
- Financial gain, 146  
 fixed costs, 193–194  
 gross margins, 193
- Financial risks, 143
- Financial success, 17
- The Firm* (Grisham), 22, 228n11
- F.O.C.U.S. Resources, 70
- Follis, John, 57–58  
 biography, 217

- Follis DeVito Verdi, 217  
*Fooled by Randomness* (Taleb), 106  
*Forbes*, 127, 128, 217  
 Fox Network, 23  
 Frederick, Howard, 45  
 Freud, Sigmund, 69  
 Friedman, David, 63  
 FUD (fear, uncertainty, and doubt), 91–93  
 Fuller, Simon, 23
- Galinsky, Adam, 184  
 Gallagher, Brian, 134  
 Gates, Bill, 16, 67, 168  
 GDP. *See* Gross domestic product  
 GEM. *See* Global Entrepreneurship Monitor study  
 General Electric, 67  
 Gibb, Allan, 129  
 Gill, A. A., 43  
 Gladwell, Malcolm, 132–133  
 Global Entrepreneurship Monitor study (GEM), 45–46, 75  
 Global Health Care, Inc., 223  
 Go-Active, 171–172  
 Goals, 144  
   defining, 170–172  
   intermediate, 169–170  
   international, 187–188  
   rewards and, 145–147  
   setting, 165–173  
 Goltz, Jay, 198–200  
 Google, 24  
*Gossamer Albatross*, 155–156  
 Grateful Dead, 34  
 Greeks  
   culture, 43–44  
   fate, 63  
 Green, Joey, 103  
 Greenberg, Tamir, 133–134  
 Greensberg, Adam, 105  
 Grisham, John, 22, 228n11  
 Gross domestic product (GDP), 45–46  
 Grossman, Rex, 162
- Hall, Nicholas, 107, 136  
 Happiness, 14–15  
 Harris, Will, 199  
   biography, 217–218  
 Health issues, 54, 143  
 Heath, Chip, 24, 228n14  
 Heath, Dan, 24, 228n14  
 Heath, Tommy, 35  
 Hiring, 69–73  
 Holdren, Rick, 64  
 House, Deborah, 75, 123, 175, 176–177  
   biography, 218  
 “How to Attract and Excite Your Prospects” (Follis), 217  
 Hubris, 229n7  
 Humbert, Philip, 206  
 Humility, 51–81, 213. *See also* Ego  
   definition, 58  
   formula for, 65–66  
   mistakes and, 76–79  
   quality of, 62–63  
 Hurley, Chad, 23–24
- IBM, 9, 53, 91, 97, 112–114  
 The Ides of March, 34, 35  
 Illinois Venture Capital Association, 222  
*Inc*, 75  
 Internet, 36  
*Is the American Dream Killing US?* (Stiles), 183  
 Italian Trade Commission, 216  
 “I Will Always Think about You,” 35
- Jammin’ Foods, 79–80  
 Japan, 182, 183  
 “The Jenny Song,” 35  
 Jepsen, Mark, 194–196  
   biography, 218–219  
*Jerry Maguire*, 199  
 J&J. *See* Johnson & Johnson  
 Jobs, Steven, 28, 182  
 Johnson & Johnson (J&J), 77–78  
 Jones, Colin, 41–42, 44, 99, 134–135  
   biography, 219

- Joplin, Janis, 34  
Jordan, Scott, 87  
    biography, 219–220
- Kaneko, Masashi, 183  
Kanter, Larry, 75  
Karim, Jawed, 23–24  
Keller, Helen, 206  
Kendall, Maurice, 59  
Kennedy, John (President), 21, 167  
Kenny, Beth, 157  
King, Jeff, 149–150, 172  
Kinko's, 21  
Kirby, Jack, 69  
Koontz, Dean, 63  
Kozlowski, Dennis, 73–74  
Kozmo, 173  
Kranz, Gene, 85  
Kremer Prize, 155  
Kucks, Selina, 89  
Kushner, Harold (Rabbi), 167–168  
Kuwashima, Shoji, 183  
Kiyosaki, Robert, 16
- “L.A. Goodbye,” 35  
Landgraf, Luiz, 219  
Lay, Kenneth, 74, 228n16  
Learning, 128–130  
Lee, Stan, 69  
Lieu, Andria, 42–43, 100  
    biography, 220  
The Limited, 27, 127  
Little, Steven S., 15  
Lombardi, Vince, 175–176  
Lottery winners, 15, 145, 178, 232n2  
    (Chapter 9)  
Lovell, Jim, 85  
*Lucky or Smart Secrets to an  
    Entrepreneurial Life* (Peabody), 68
- Ma, Jing, 79–80  
    biography, 220–221  
MacCready, Paul, 155–156  
Machete, 194–196, 219
- Macy's Thanksgiving Day Parade, 223  
Madonna, 21, 109  
Malkiel, Burton, 58–59  
Martin, Tim, 94  
Mayer, John, 157  
Mayor's Council of Technology  
    Advisors (Chicago), 222  
Mazursky, Rick, 94, 141–142  
    biography, 221  
McCall, Matt, 174  
    biography, 221–222  
McNeil Consumer Products, 77–78  
McVickers, Marsha, 162–163, 198  
Microsoft, 16, 67  
Midas touch, 13–14, 58, 69, 178, 210  
Mistakes, 110–111  
Modelmetrics, 109, 196  
Models, of success, 16–30, 55–58. *See*  
    also Archetypes
- Money  
    fun and, 194–196  
    as goal, 145  
    as measurement of success, 181,  
        185–187, 188–194, 214  
    rich get richer theory, 19–21  
    spending, 176  
    success and, 14–15  
Monroe, Marilyn, 21  
Motivation, 94  
*Mr. Murder* (Koontz), 63  
Mullins, Suzanne, 146  
Musicians, 31–38  
Myer, Dr. David, 174  
Myers, David, 6–7, 168, 185, 186
- Nam, Sang Hoon, 65  
National Association of Dance and  
    Affiliated Artists, 223  
National Center for Supercomputing  
    Applications (NCSA), 216  
National Public Radio (NPR), 125  
NCSA. *See* National Center for  
    Supercomputing Applications  
Net Promoter Score (NPS), 194  
Netscape, 24

- Neuros, 215  
 New Colony Six, 35  
*New York Times*, 25, 182–183, 217, 220  
 New Zealand, 44, 45, 187–188  
 Nikko Cordial Corporation, 183  
 19 Entertainment, 23  
 Nokia, 130  
 NPR. *See* National Public Radio  
 NPS. *See* Net Promoter Score
- Okabe, Bob, 182  
 One-hit wonders, 31–38  
 Opportunities, 143  
 Orfalea, Paul, 21  
 Organizations  
   hierarchical, 72  
   original, 71  
 Outcomes  
   preferred, 144  
   of success, 113  
*Overcoming Life's Disappointments*  
   (Kushner), 167–168
- Pacific Voyager*, 188  
 Papadopoulos, Nick, 43–44, 93  
   biography, 222  
*The Paradox of Choice* (Schwartz), 185  
 Patel, Manish, 89  
 Patience, 172–175, 210  
 Patient, 214  
 PayPal, 24  
 PCs Limited (Dell Corporation), 16  
 Peabody, Bo, 68, 73  
*The Pelican Brief* (Grisham), 22  
 Perfection, 205–207  
 Peterik, Jim, 34  
 Pew Research Center, 183  
 Piven, Joshua, 99  
 Planning, 203–205  
*Pop Idol*, 23  
*Pop Stars*, 23  
 Portage Venture Partners, 221  
 Post, William, 146  
 Potter, Harry, 23
- Preon, 134  
 Presley, Elvis, 21  
 Productivity, 186  
 PSD Solutions, 149–150, 172  
 Publicity, 67  
 Public opinion, 67  
 “Pursue the Passion” tour, 216  
*The Pursuit of Happiness* (Myers), 6–7
- Quantum Health Corporations,  
   115, 224
- Radical Sabbatical*, 220  
*A Random Walk Down Wall Street*  
   (Malkiel), 59  
 Raymond, Roy, 27–28, 127  
 Real estate, 20  
 Reality, 5  
 Regubate, Linda, 60, 94,  
   165–170  
   biography, 222–223  
 Reichheld, Fred, 194  
 Reinfeld, Hesh, 125  
 Reputation, 143  
 Rewards  
   goals and, 145–147  
   versus risks, 147–148  
*Rich Dad, Poor Dad: What the Rich Teach*  
   *Their Kids about Money-That the*  
   *Poor and Middle Class Do Not!*  
   (Kiyosaki), 16
- Rigotti, Luca, 157  
 Risks, 214  
   changes, 150–152  
   measurement, 151  
   versus rewards, 147–148  
 Risk taker, 139–152  
*The Road to Success Is Paved with Failure*  
   (Green), 103  
*Rocky*, 7  
 Rogers, Will, 175  
 RoomsOf.com, 76  
 Rosenthal, Jeffrey, 59–60  
 Rowling, J. K., 23  
 RPX Group, 182

- Rubin, Robert, 156, 157–159
- Russo, Edward, 157
- Ruthersford, Johnny, 141–142
- Sales, 124–128
- Sandage, Scott, 86
- San Francisco Chronicle*, 182
- Sapir, Jon, 16
- Sartre, Jean Paul, 205
- Schickel, Erika, 186
- Schmich, 124
- Schoemaker, Paul, 157
- Schwab Foundation, 168
- Schwartz, Barry, 185
- Schwartz, Evan, 131
- Scottevest (SeV), 87, 219
- SEC. *See* U.S. Securities and Exchange Commission
- SeV. *See* Scottevest
- Shame, 111, 213–214  
definition, 106–107
- Sheridan, Richard, 128
- Silicon Graphics, 24
- Silicon Valley Association of Startup Entrepreneurs, 107
- Skilling, Jeffrey, 74
- Skip Doctor, 88, 94
- Slim, Pamela, 92
- Small Change It's the LITTLE Things in Life That Make a BIG Difference!* (Terkel), 224
- Smith, Zane, 100
- Sobbieski, Ian Patrick, 129
- Sorts, 92
- Source Perrier, 78
- Space program, 83–86
- Speaking engagements, 1–10
- Spiritual Life Society, 224
- Sports, 36–37, 59, 92–93, 105, 162, 171–172, 178, 185, 209
- Sprint, 131
- Stallone, Sylvester, 7
- Stark & Stark, 225
- Starr, Ringo, 24
- Startupfailures.com, 107
- Stiles, Paul, 183, 185–186
- Stories, retelling, 106
- Strickland, Lea, 70–71
- Struck by Lightning* (Rosenthal), 59–60
- Subaru, 29
- Success, 170  
definition, 133  
versus failure, 89–91  
financial, 16  
measurement, 179–199  
models, 16–30  
money and, 14–15  
outcomes, 113, 158, 214  
personal measurement systems, 196–197  
process, 157–159, 214  
rout-to-success, 26–27  
satisfaction and, 197–198  
variables, 29–30
- Superheroes, 7
- Survivor, 35
- Swartz, Mark, 73–74
- Sweden, 45
- Taleb, Nassim Nicholas, 106
- “Tall Poppy Syndrome,” 44
- Technology, 76, 173, 207–208
- Television, 6, 220  
during the 1960s and early 1970s, 7
- Terkel, Larry, 131  
biography, 223–224
- That Thing You Do!*, 33
- “Things I’d Like to Say,” 35
- Third World countries, 46
- Thirion, Tracy, 127, 198
- Time*, 217
- A Time to Kill* (Grisham), 22
- Tocqueville, Alexis de, 41
- Tricon Resources, 63
- Trott, Karen, 115, 131  
biography, 224
- Truman, Harry S., 21
- Trump, Baron, 20–21, 109
- Trump, Donald, 20
- Trump, Donald, Jr., 20–21

- Trump, Eric, 20–21  
 Trump, Fred, 0  
 Trump, Ivanka, 20  
 Turner, Kevin, 109, 196  
 Tutone, Tommy, 35  
 Tyco, 73–74  
 Type A Learning Agency, 87, 123, 216  
 Tzu, Lao, 196
- The Ultimate Question* (Reichheld), 194  
 Underdog, 7  
 Unitec New Zealand, 45  
 University of Tasmania (UTAS), 219  
 U.S. Festival, 28  
 U.S. Securities and Exchange  
   Commission (SEC), 8  
*USA Today*, 217  
 UTAS. *See* University of Tasmania
- VC Confidential, 221  
 “Vehicle,” 34  
 Venezuela, 46  
 Venture capitalists, 24  
 Victoria’s Secret, 27, 127  
 Virgin Group, 67  
 VTech Toys, 94, 221
- Waldroop, James, 91  
*Wall Street Journal*, 217, 220
- Weber, Daniel, 133–134  
 Welch, Jack, 67  
 JD Wetherspoon, 94  
 Wexner, Les, 127  
 Wheels of Zeus, 28  
 Where2GetIt, 89  
 White, Randall, 76  
 White Oak Pastures, 199, 218  
 Wiemer, Dr. Bruce, 173  
 Wiklund, Johan, 45  
 Women, 75  
*Wonders*, 228*n*1 (chapter 3)  
 Work, 18  
*Working Knowledge*, 131  
 World Bank, 47, 229*n*10  
 WorldCom, 73  
*The World’s Most Successful People*,  
   220  
 Wozniak, Steve, 28  
 Wuoric, Jeff, 127  
 Wynwood Press, 22
- Yes You Can!* (Black), 17, 176, 185  
 YouTube.com, 23–24  
 Yugo, 29
- Zamost, Bruce, 106  
   biography, 224–225  
 Zeppelin, Led, 34