



The Ride of a Lifetime: Doing Business the Orange County Choppers Way

By Paul Teutul, Mark Yost

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Ride of a Lifetime: Doing Business the Orange County Choppers Way, Paul Teutul, Mark Yost, Tough, smart business advice from the star of the hit TLC reality show "American Chopper" Now in paperback, The Ride of a Lifetime elucidates the business principles that have made Paul Teutul Sr. and Orange County Choppers a household name. Paul's smart, commonsense business wisdom works for businesses both big and small in any industry. Here, he shows you firsthand how he built a uniquely successful business by working hard and demanding it from others; encouraging and embracing unfettered creativity; establishing well-defined roles for every team member and demanding they support each other; and using honest conflict and confrontation to solve problems and constantly innovate. Paul and his sons build the best one-of-a-kind choppers in the world with unrivaled passion, creativity, and honesty. The Ride of a Lifetime shows you how they do it. * Offers an inside look at the business practices that built Orange County Choppers into a massively successful business * Reveals a different side to the OCC family patriarch * Full of practical, real world business principles that lead to unlimited...



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