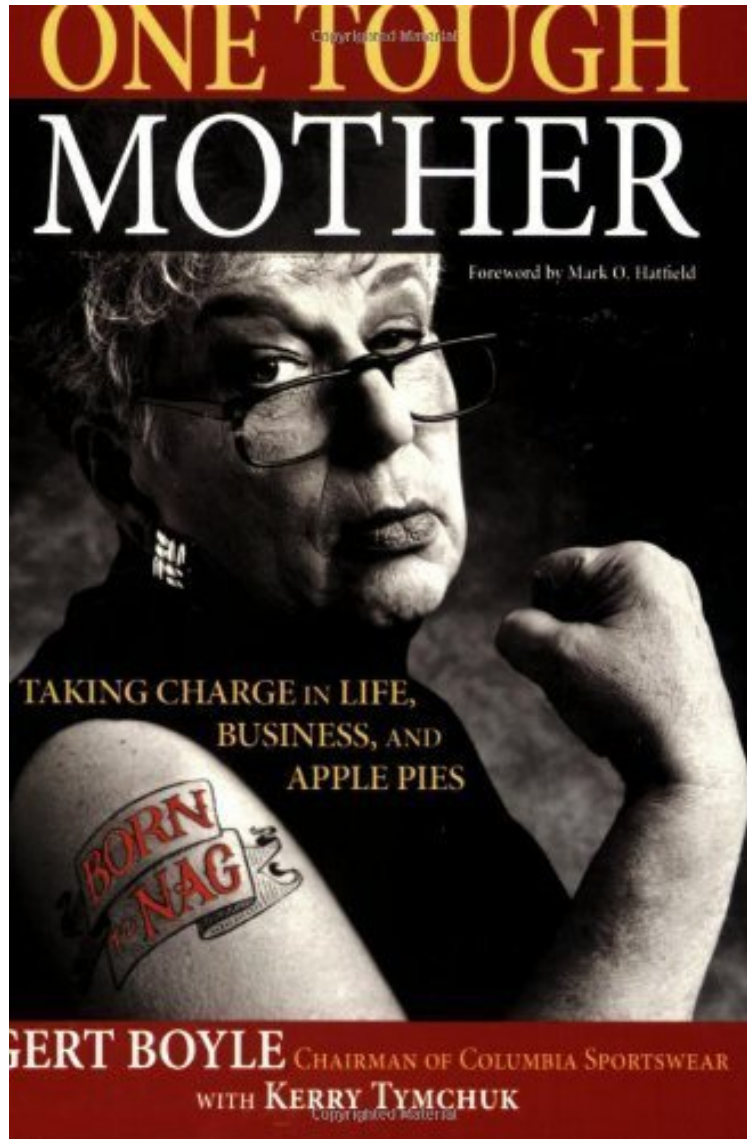


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One Tough Mother: Taking Charge in Life, Business, and Apple Pies

Gert Boyle

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Gert Boyle : One Tough Mother: Taking Charge in Life, Business, and Apple Pies before purchasing it in order to gage whether or not it would be worth my time, and all praised One Tough Mother: Taking Charge in Life, Business, and Apple Pies:

0 of 0 people found the following review helpful. This is a great book!By OKC PRIMETHis is a great book!! We have a 7 year old daughter and a 4 year old daughter; I'll always make a point to buy them Colombia gear after reading this

book. Columbia is the epitome of American success story. I learned about several products I'd owned over the last 30+ years, and it was neat to see that Columbia had played a part in the making of them. One being an Orvis fishing vest. Great job Gert! There are many up above that are smiling down on you!! 0 of 0 people found the following review helpful. The pics of adds are the best By Kim D. H. Butler Amazing story.. Laughs included. Thank you for sharing. Thank you for leading. Thank you for not retiring. Go businesses who help give. 0 of 0 people found the following review helpful. History of Columbia Sportswear and its owner By VK Budd Interesting autobiography about Gert Boyle, the Columbia Sportswear Company and the way she ended up there. The book is written with a no-nonsense voice and a good sense of humor - quick to read and includes some photos from the company's ad campaign built around Ms. Boyle.

When a heart attack claimed Gert Boyle's husband in 1970, the forty-six-year-old housewife and mother of three found herself at the helm of Columbia Sportswear, a small outerwear manufacturer in Portland, Oregon, that was struggling financially. With no business experience whatsoever, Boyle was faced with the challenge of running Columbia, which had been founded in 1937 by her father — a Jewish immigrant who had fled Hitler's Germany. Boyle and her son Tim persevered, turning a company that in 1970 had forty employees and less than \$800,000 in annual sales into the leading seller of skiwear in the United States, with more than 2000 employees and over a billion in annual sales. Along the way, thanks in part to a creative marketing campaign that billed her as "one tough mother," Boyle established herself as an industry icon, and the first woman ever inducted into the International Sporting Goods Hall of Fame. One Tough Mother presents an honest and often irreverent account of Boyle's journey from a childhood in Nazi Germany to incredible success in America. She offers insights into succeeding in business and in life, and shares many of the advertisements and strategies that have made her so recognizable.