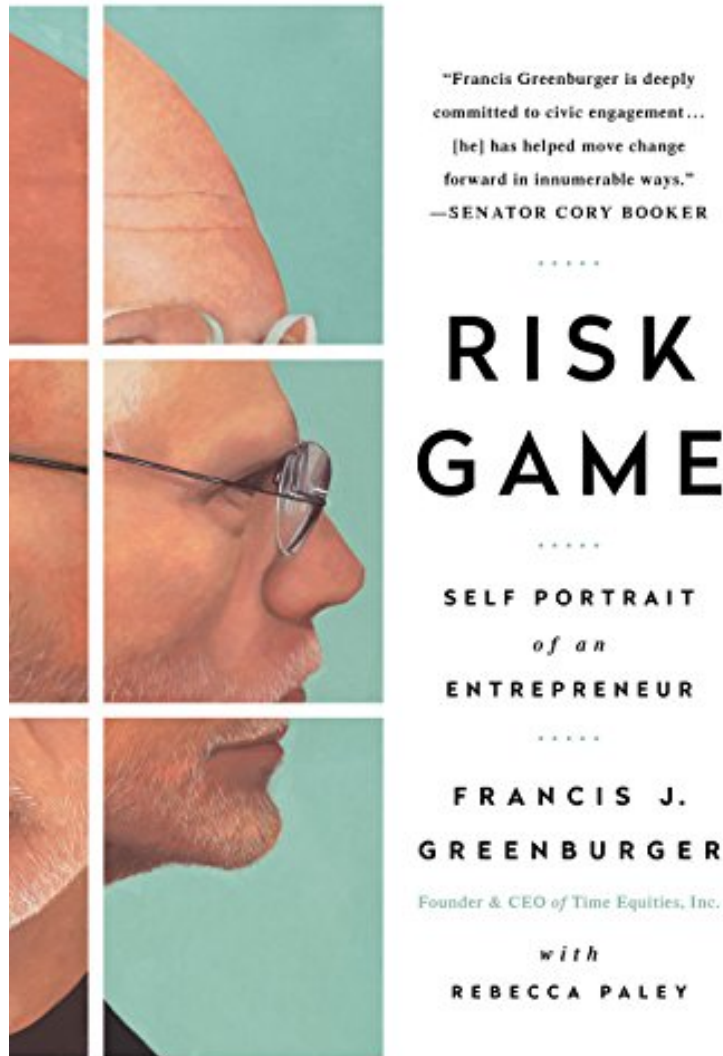


Risk Game: Self Portrait of an Entrepreneur

Francis J. Greenburger

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Francis J. Greenburger : Risk Game: Self Portrait of an Entrepreneur before purchasing it in order to gauge whether or not it would be worth my time, and all praised Risk Game: Self Portrait of an Entrepreneur:

2 of 2 people found the following review helpful. Very enjoyable read about NYC real estate in the 70s and 80s, and one of the players in that game. By Victor W. Christianson An enjoyable read, though oftentimes sad. We so often only have superficial awareness of peoples worlds, assume their lives are easy and smooth, but sometimes learn they suffer the same defeats, tragedies, successes and failures as do we all. And learn how durable and resilient people can be. Reading this reminds one how tiny a flea Trump is in real estate, compared to so many other quiet men. 0 of 0 people found the following review helpful. This is a wonderful book. I expected the fascinating tale of an ... By Jennifer

Trainer Thompson This is a wonderful book. I expected the fascinating tale of an extraordinary real estate career, and it is indeed that, but it is so much more -- compassionate, smart, funny, heart-wrenchingly sad, keenly observant, and ultimately human. Some of his experiences will take your breath away, and linger in your mind for days. This book will inspire you - to be the best you can be, to process tragedy in a way that doesn't choke your soul, to be open to unexpected detours, to think and live creatively. It's a gem. 0 of 0 people found the following review helpful. The Best Book on Real Estate Entrepreneurship You Will Read! By Customer Fascinating read! I really enjoyed learning about how a real estate entrepreneur thinks and what life was like for the Co-op King of the 1980s. Mr. Greenburger is thoughtful and inspiring. As much as Mr. Greenburger is to be commended for a brilliant career in real estate, I predict he will ultimately be better known for the important work he is doing for criminal justice reform.

Prior to the real-estate boom of the 1980s, Francis J. Greenburger risked it all to buy three older loft buildings at 50 West Street near the current 9/11 Memorial. He ultimately dreamed of one day erecting a magnificent skyscraper in their place. But disaster struck in 2008, just as his plans were coming together, and development came to a screeching halt. The global financial crisis had made the land practically worthless and it would be years before he could get back on track, but he refused to give up on his dream. Today, 50 West is a striking 780-foot skyscraper with curved glass windows that has become an iconic feature on the city skyline but it took much more than a financial investment to get there. It required Greenburger to do what he does best: take huge risks at every turn. During his parallel careers, Francis J. Greenburger has made publishing and real-estate history. Whether risking the reputation of his agency for the super-star authors of tomorrow, such as James Patterson to Dan Brown, or pioneering the New York co-op market by taking hopelessly run-down properties and turning them into prized homes, he has successfully navigated the worlds of business, politics, and social change to become the quintessential American entrepreneur. A math and business prodigy who started working for his father at the age of 12. After a stop-and-start academic career, he voluntarily left one of the most elite and academically distinguished New York City high schools and started his adult life at 15. Greenburger has made it his life's work to find value where others never thought to look, and his keen instincts and innovative strategies have taken him from a high-school "dropout" to a well-educated self-made billionaire. Francis has mastered the "risk game." Now, with Rebecca Paley's gripping prose, he takes us behind the scenes in *Risk Game* and reveals firsthand how he has become a self-made force in the competitive world of New York real estate and a champion for nonprofit organizations in the fields of art, education, and, most recently, social and criminal justice.

I have enormous respect for Francis's willingness to stand alone, confident in his assessments and keen to withstand the pressures of consensus-driven inclinations. His autobiography inspires us to do the same. Bob Wilmers, chairman of the board and chief executive officer, MT Bank Francis is one of the most decisive people I know. He made a commitment to invest in our first venture capital fund in a five minute cab we shared to work one morning. Fred Wilson, cofounder, Union Square Ventures, venture capitalist and blogger Francis Greenburger's story is an inspiration to all. Anyone who cares about social justice and is motivated to turn words into action should look at the example Francis has set through his commitment to changing the world for the better. Everyone can learn something from Francis's experience and I am glad to call him a friend. Congressman Jerry Nadler Watching the development of Art Omi must be like watching Francis develop a real estate project. Great independent vision, attention to detail and love of all forms of discovery. It just works. Alan Fishman, chairman, Ladder Capital and Brooklyn Academy of Music For Francis, buildings are not just real estate; through his diligence and determination, they are a chance to accomplish something truly important. Helmut Jahn, architect, 50 West Street Francis Greenburger is truly a 21st century renaissance man: a highly successful real estate entrepreneur and developer, a literary agent and scout, an art patron and supporter, and an advocate for social and criminal justice, especially with respect to the rights of the incarcerated mentally ill. Greenburger's life story and his passions are at once fascinating and highly motivational. Mitchel Wallerstein, president, Baruch College "Francis Greenburger is deeply committed to civic engagement, but his passion for advancing badly needed reforms of America's broken criminal justice system sets him apart. The work he has so passionately dedicated to this cause has helped move change forward in innumerable ways." Senator Cory Booker Francis is an almost instinctual developer of new things: he develops buildings, cultural institutions, and vehicles for progressive social change . . . with elegance and all without ever wasting a single word which makes his opinions and guidance on arts ventures such as Art Omi and MASS MoCA exceedingly valuable. Joseph Thompson, director, MASS MoCA Francis Greenburger is a good friend, an innovative thinker and a great partner. I don't admire him; I envy him. Charles Benenson, real estate developer and investor and Time Equities Inc. Strategic Partner, The Benenson Capital Company I and my family have been investors with Francis since the mid-1970s and our investments with him are the bedrock of our investment portfolio. The returns from our investments with him have supported three generations of my family through thick and thin. He is a person of exceptional integrity and insight. Debra Chwast, investor With the guidance of Francis Greenburger and his team, we have created eight cutting-edge residential condominium towers and a luxury hotel in the King West area of Toronto. I am proud to be a strategic partner with TEI and I look

forward to years of investing and building together. Francis is thoughtful, decisive, and fearless.” Peter Freed,
Time Equities Inc. Strategic Partner, Freed Developments