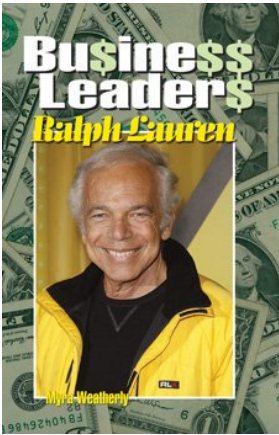


Business Leaders

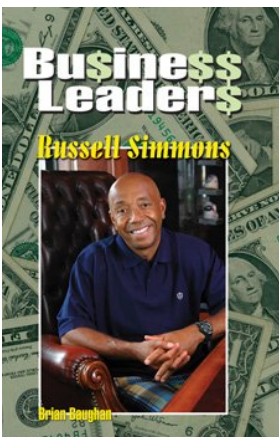


School Library Journal - October, 2008

WEATHERLY, Myra. *Business Leaders: Ralph Lauren*. 112p. photos. reprints. bibliog. chron. index. notes. Web sites. CIP. Morgan Reynolds. 2008. PLB \$27.95. ISBN 978-1-59935-084-4. LC 2008009216.

Gr 7 Up – This biography focuses on the business trials, tribulations, and triumphs of one of the best-known names in the apparel industry. Born in the Bronx to first-generation Russian Jewish immigrants, Ralph Lifshitz changed his last name to “Lauren” while still a teen. He was interested in fashion from an early age, demonstrating a sense of style that was ahead of the pack. Black-and-white and color photos appear throughout. Written in a lively style, this book is a welcome addition to middle-school collections and libraries serving older reluctant readers.

–Sara Rofofsky Marcus, Yeshiva Har Torah, Little Neck, NY



School Library Journal - August, 2008

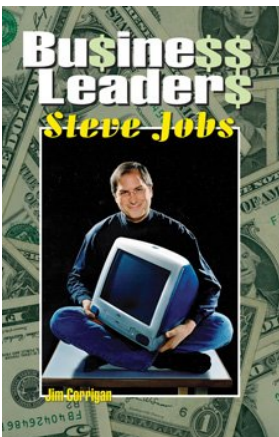
BAUGHAN, Brian. *Business Leaders: Russell Simmons*. 112p. ISBN 978-1-59935-075-2. LC 2007037797.

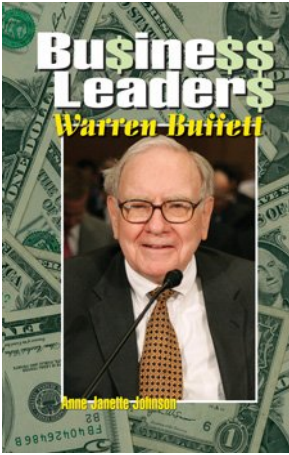
CORRIGAN, Jim. *Business Leaders: Steve Jobs*. 128p. ISBN 978-1-59935-076-9. LC 2007039052.

ea vol: photos. reprints. bibliog. chron. index. notes. Web sites. CIP. Morgan Reynolds. 2008. PLB \$27.95.

Gr 7 Up—With covers that feature photos of their subjects set against a background of dollar bills, these books are strong resources for reports and may catch the eye of entrepreneurial-minded students. Baughan describes Simmons’s childhood in Queens, NY, his college days as a rap promoter, his teen years when he was involved with drugs, his early efforts as a music producer, business collaborations, and media empire (Def Jam Records, film production, Phat Farm clothing, etc.). Related events and personalities (e.g., the murders of Biggie Smalls and Tupac Shakur) round out the depiction of the “Mogul of Rap’s” influence and the general cultural climate. The narrative ends with his creation of the Hip-Hop Summit Action Network and 2006 appointment as a U.N. Goodwill Ambassador. The second title takes a similar approach, addressing Jobs’s California childhood, early collaborations with Steve Wozniak (especially their 1976 founding of Apple Computer), 1985 resignation from Apple and return a decade later, and 1986 purchase of Pixar. Personal details include his tyrannical management style, his search for his biological parents, and his remarkable recovery from pancreatic cancer. The text concludes with the successful debut of the iPhone in 2007. Both volumes contain full-color photos that add visual appeal, sidebars about related topics, and helpful time lines. These are not tabloid-style pop biographies, but serious and balanced overviews of the sometimes-troubled lives of empire builders.

–Amy Pickett, Ridley High School, Folsom, PA





SCHOOL LIBRARY JOURNAL - OCTOBER, 2008

JOHNSON, Anne Janette. *Business Leaders: Warren Buffett*. 128p. photos. reprints. bibliog. chron. index. notes. Web sites. CIP. Morgan Reynolds. 2008. PLB \$27.95. ISBN 978-1-59935-080-6. LC 2007045963.

Gr 7 Up—This book answers many questions about the unassuming billionaire from Omaha. Buffett's life, including a detour to Washington, DC, as his father served in the House of Representatives, is detailed on both personal and professional levels. Johnson focuses on the subject's relentless pursuit of perfection in finding companies worthy of his investment and avoiding areas, like technology, that he doesn't fully trust. Using many examples, she highlights how the man researches a company, what criteria he uses to determine whether or not to invest, and his commitment to Berkshire Hathaway's shareholders. These anecdotes make the book accessible and demystify the sometimes-confusing world of stocks and investments. The book concludes with a chapter on Buffett's relationship with another billionaire maverick, Bill Gates, and describes how Buffett has pledged the bulk of his personal fortune to Gates's foundation for promoting health care and education initiatives worldwide. A fair number of color photos is included. —Carol Fazioli, *Gwynedd-Mercy College, Gwynedd Valley, PA*