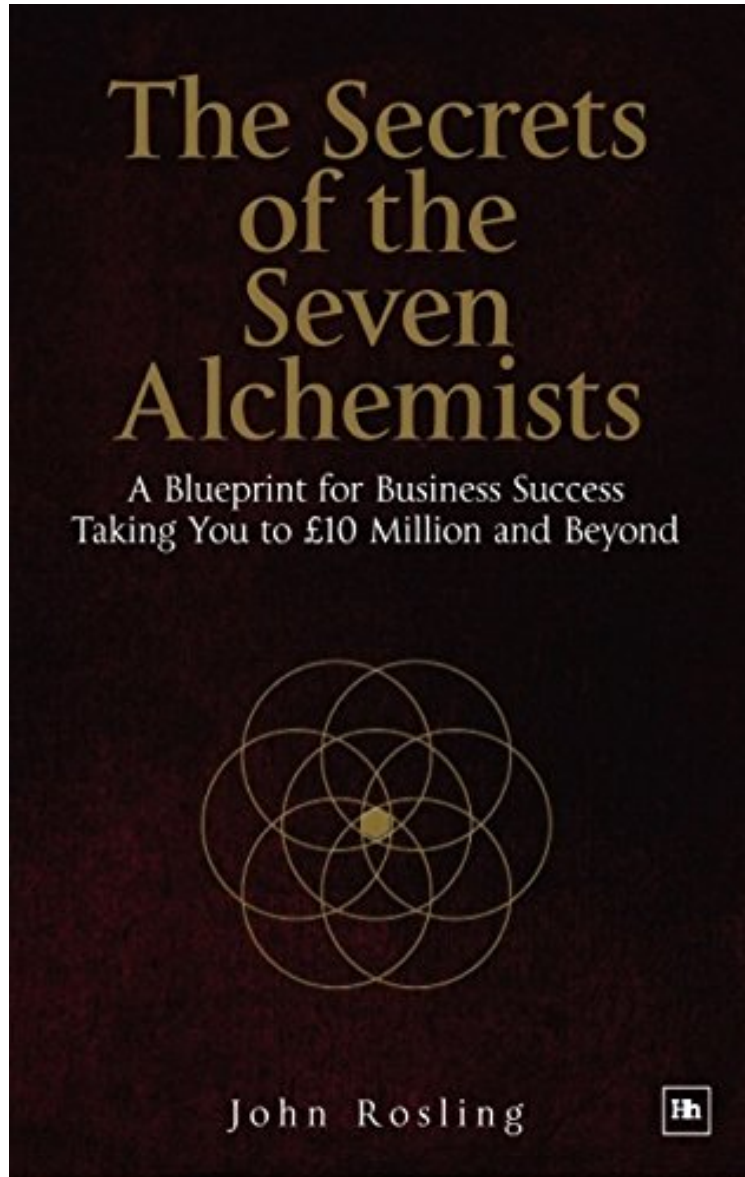


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## The Secrets of the Seven Alchemists

*John Rosling*

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**John Rosling : The Secrets of the Seven Alchemists** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Secrets of the Seven Alchemists:

The alchemy of business successSeven outstanding entrepreneurs and leaders reveal the secrets of building a successful businessWhy do some ideas flourish into large, valuable businesses whilst others come to nothing? What is

the special alchemy behind the most successful businesses? In *The Secrets of the Seven Alchemists*, John Rosling, serial entrepreneur, author and speaker, sets out to answer these questions and reveals for the first time a unique, step-by-step methodology for business success. This is a tried and tested blueprint that has been used by entrepreneurs who have built businesses to and beyond pound;10m and now you can find out how to apply it to your own business, maximising your wealth, enjoyment and freedom. This framework for success is brought to life through fascinating, entertaining and startlingly candid interviews with seven inspiring entrepreneurs and leaders who have created highly successful businesses that are extraordinarily wealth generative whilst being easy to run and a joy to own. There is nothing high-tech or revolutionary about the sectors these businesses operate in and they do not rely on world-changing inventions. In fact there is nothing remarkable in their stories other than the brilliance with which they have built the assets in their businesses. That is their alchemy. The distillation of the wisdom and experience of these seven business alchemists, combined with the framework described by John Rosling, provides new clarity on the question of how a business should be set up and managed to truly maximise its value. It will inspire business owners and managers and put them on their own path to building an asset-rich business. It is time to learn the secrets of the seven alchemists.

**About the Author** John Rosling is a serial entrepreneur with an itch. Ever since he setup an e-greeting card business in almost the same month as Moonpig and saw that business boom into a pound;120m success story whilst his own ended in ignominious insolvency, he has been itching to understand exactly what it is that sets some entrepreneurial businesses on a path to greatness whilst most stay merely good. Over a twenty-year entrepreneurial career as business owner, CEO, mentor, lecturer and author he finally thinks he has the answer. John started his career with Unilever in the UK and Japan before moving to Diageo. Since leaving the corporate world he has established and run numerous small businesses, most recently as CEO of international business performance company Shirlaws. John speaks widely on business and entrepreneurial subjects and lectures on entrepreneurship at leading business schools. He was runner up 2012 IoD Director of the Year and is author of the popular guide for CEOs "More Money, More Time, Less Stress". He lives a semi-aquatic life in Hampshire with his wife and three children.