

JO MALONE: MY STORY BY JO MALONE



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'You won't fail to be inspired by this scented story' You, Mail on Sunday 'Lively and gripping' OK! 'A gripping and utterly heartrending read' Sunday Times 'A fantastic read... Jo's courageous story is not just for those who are fans of her famous scents and fancy bags, but also for budding entrepreneurs' The Sun 'For any budding entrepreneur the Jo Malone story is inspirational' Daily Express 'An extraordinary, inspiring life... a snuggle-down and contemplate "what have I done with my life" kinda book. Take notes!' Woman & Home 'An invaluable manual for any would-be entrepreneur' Evening Standard 'Has appeal as a rags to riches story but also will act as an inspiration for anyone dreaming of starting their own business.' Love Reading 'Incredible' Gransnet 'A must-read autobiography for fragrance lovers, budding entrepreneurs and anyone who's ever felt that the odds are against them' Get The Gloss 'A must-read for beauty fans and budding entrepreneurs' Glamour 'Honest and inspiring' Good Housekeeping 'Inspirational' Prima 'A fascinating life writ large' Sunday Business Post 'She not only takes you on the journey of her business successes and plaudits but she lets you in on the emotional side of her life, like a trusted friend... She writes movingly, but never self-pityingly, of those dark times. She's brings you into her world and it's utterly compulsive. To anyone going through dark or stormy days themselves, her determination and vision are inspiring.' Management Today

About the Author

Jo Malone MBE is the inspirational businesswoman and entrepreneur responsible for creating her globally renowned beauty business and more recently her new brand 'Jo Loves' which encompasses a new collection of scented luxury lifestyle products. In addition to her role as Creative Director, she also tours the world inspiring men, women and children with her unique story and passion for business. Jo is 51 years old and lives in London with her husband and son.

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Jo Malone is the inspirational British businesswoman responsible for creating her globally renowned beauty business and, more recently, her new brand 'Jo Loves'. This, her first autobiography, tells in full her incredible journey from modest beginnings as a teenager, struggling with dyslexia and leaving school with no qualifications, to becoming an international brand name and one of the world's most successful entrepreneurs. Jo's lively story explores how her fascination with smell teamed with her natural ability to create world-famous blends such as 'Lime, Basil & Mandarin', revolutionised the way we think about fragrance. Her unique talent for pioneering innovation and originality within her field is unrivalled. Yet, despite her success, she has faced huge challenges with courage and determination, including being diagnosed with breast cancer at the age of 37 and told she only had nine months to live, and her decision to go it alone after selling the original Jo Malone brand to the Estee Lauder Corporation and walking away in 2006. Jo's commitment and down-to-earth approach to life, work and family makes her one of the most likeable and well respected personalities in British retail and her honesty, hard work and entrepreneurial grit is an inspiration to all.

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