



Driven: How to Succeed in Business and in Life

Robert Herjavec

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Robert Herjavec has lived the classic “rags to riches” story, from having \$20 in his pocket to starting up technology companies worth hundreds of millions of dollars. Now the star of television’s *Dragons’ Den* and *Shark Tank*, this son of Croatian immigrants earned his incredible wealth by overcoming the odds with hard work and determination. On television, Herjavec bankrolls the best inventions and shoots down the best of intentions. Now, he’s sharing his hard-won wisdom in one of the most inspirational business books of recent times.

In *Driven*, Herjavec shares the secrets that took him from his job waiting tables to growing his nascent technology company into a world-class conglomerate, The Herjavec Group. Herjavec’s principles are as valuable in the living room as they are in the boardroom. Anyone can succeed, on their own terms, by following his sage but simple advice—if they’re willing to take chances, to take control of their own future and to stay true to their own visions.

Driven: How to Succeed in Business and in Life Details

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Darcy Donovan says

I love Robert Herjavec of "Dragon's Den" and "Shark Tank" fame. He comes across as an honest person whom you could go for beers with and make you feel like you were the only person in the room. This book is a good look at what tools you need to be successful.

There is one cringe-worthy part in this book where Herjavec talks about when his mother was conned by a vacuum salesperson who financially crippled the family shortly after they moved to Canada. It made me feel terribly for his mother and how she must have wanted to crawl into a hole after being conned. But, there is a bright side to the story as this was the moment Herjavec decided that his family would no longer be in the position where a mistake like that would cost his family dearly. I found that part of the book especially interesting because, like most entrepreneurs, they can pinpoint the exact moment when they said "enough" and how they never wanted to be in that position again. Hence, they are now "Driven".

Great read, would recommend.

Paul says

Started off fairly weakly mostly relating anecdotes from the TV show the author stars in.

The book did pick up a bit after, relying more on Robert's experience as an entrepreneur and his vision of the profession.

As someone not particularly interested in being one, I was still kept interested and feeling like I was learning by how well he described and synthesized information. I would critique that the author looked to be repeating himself more as the book progressed but usually by supplying new examples, which were usually helpful in illustrating the point being made.

Ultimately I think the books does well to relate some basic tips in salesmanship, direction and prioritizing,

John says

Mostly about business (his business mostly). Chapter 35 was great stuff though. A little about life in this thing.

Loveteiab says

The book gave some great points, tools, values and takeaways but it was so dreadful to read. It lacked organization and flow. I'm surprised because he's one of my favorite Sharks and Dragons.

Alex Gregory says

As a business book and general read for anyone looking to become an entrepreneur, Robert Herjavec's "Driven" is a great piece. As a narrative, it's all over the place.

Each chapter of the book is devoted to one of Robert's lessons, with various anecdotes being peppered throughout. While the material is great and has some powerful lessons for those starting up their own vision, it's downright impossible to go back to a chapter and find what you want. Not only are there way too many chapters in the book (which could have been streamlined), but you can already get the gist of the book's contents by just scanning the chapter listing. If you're looking for interesting material like Herjavec's experiences on Shark Tank or his family history, you won't be able to find it short of re-reading the book.

That said, the lessons are generally short and easy to read, with a very conversational style that makes for great reading. If you're looking for a primer on entrepreneurship, you could do a lot worse than this.

Jennifer says

What a fabulous rags to riches story! Robert Herjavec comes from a hard-working immigrant family in Canada to become known as one of the Sharks on America's "Shark Tank." Robert has built businesses in the same industry in which I work, so this book gives a greater understanding of what it takes to start and grow an IT reseller business in today's world. However, he does not forget from whence he came, how he learned to read people and become a super salesperson and a hugely successful business owner, the importance of great employees, and how he manages to keep his family first in his very busy life.

I would highly recommend this book to anyone who works in IT Sales, Marketing, or distribution as there are many, many business life and business lessons included here.

Jon says

Great book! Robert Herjavec has become an idol of mine. He's a great business man and very humble in life. I'm looking forward to his next two books in my collection.

Dave D'Antonio says

Not a very eloquent book.

Not very inspiring. More of a, look what I did.

Amr says

The book is a nice gift, and it's the first time I know about Dragons' Den. I started checking the old news coverage about one of the book's first stories here:

<http://startupnorth.ca/2007/10/29/job...>

<http://www.instigatorblog.com/jobloft...>

<https://theeyeopener.com/2007/01/how-...>

And although I don't believe TV reality shows that are designed for drama by definition (as one of the articles notes), but the book seems interesting.

On page 14 the author tells an interesting story about how the producer approached him in a clever sales-oriented way to convince him of joining the show: he send him a DVD about it, asked him to make a call after watching it, in the call asked for a visit, during the visit they discussed a lot of unrelated things to keep the flow of the conversation till the point of introducing the idea. He bought it directly after getting prepared well in this way. (if someone else he'd just throw the idea and run away in the first communication, and of course would get rejected!) the author was surprised that after all of that he'd just go for an audition, not the show directly, but he continued the process willingly.

p.22 "Dragons' Den is not produced for business people. It's produced to capture the attention and loyalty of a broad cross section of viewers, the same people who also choose to watch The Simpsons, Antiques Roadshow and CSI on other evenings and at other times" --> this proves my first suspect about such show, and the author admitted he selected because of his good performance not because of his good business acumen (and people started talking about the color of his eye lenses, like any star!) Performers!

on the same page a quote from Lisa Gabriele "Dragon's Den is TV show that happens to be about business, and not a business show the happens to be on TV".

Andrea Samadi says

When you read a book, and can relate to the author, the book is a homerun as it can motivate you to keep moving! Robert Herjavec's "Driven" had a profound affect on me. I picked it up because I love watching "Shark Tank" and "Dragon's Den" but who knew Robert's tips would resonate to my very core! As a young woman with an entrepreneurial spirit, I ate up all of Robert's tips and carried this book with me until I had read the very last page. As I kept reading, I was thinking to myself "Yes, this is me! Robert is writing about me!"

I picked up the book in Toronto, and read it on the plane on my way back to the US, and realized that I too was "DRIVEN" when I packed my bags 10 years ago, and moved to the US in search of my dreams. As I move closer, I can smile as I know I am on the right path. Who knows, maybe I crossed paths with Robert at some point when I lived in Toronto, or when I went to the posh Yorkville bar "Remys" or even as I rollerbladed to the gym past the Bridle Path, where Robert resides. But who cares, as we all brush paths with real winners on our path to our dreams, and then one day, others want to brush paths with us! If you are a winner, looking to make it to the top, READ THIS BOOK TODAY, and I will see you at the top!

Shannon Callahan says

Businessman's view

I think this book is great because it wrote by Robert himself. At beginning, I was like okay this might be just usual business book. Later on, I was totally wrong cause he shared many good points and insights. Actually I did mention some of insights to my friends. I have a confession, one of chapters kinda did dissuade me little from start a business that I don't know much about. I think he would be a great mentor for somebody out of there.

Robert Real says

Looking for something to read on my daily ttc commute, I picked this up last weekend. I'm a regular Dragon's Den Viewer, and a tech/business geek, so I thought it would be an interesting read.

The insights and behind the scenes look at Dragons Den / Shark Tank, have been interesting. More interesting (to me at least), are his insights on business pitches, the story of how he succeeded and his advice for entrepreneurs.

A great read, and one I'll probably re-visit soon.

Connor says

Surprisingly practical and to-the-point. I expected much more of a memoir, and instead I got transcripts of a successful business owner's coaching guide to young entrepreneurs. The advice is accessible and broad, but specific enough to be immediately actionable. I just found some of the anecdotes a little thin.

Teena in Toronto says

I like Dragons' Den and Shark Tank and I thought Herjavec had an interesting and inspiring story as a Croatian immigrant starting with nothing to become wealthy and passionate about what he does.

It was interesting to read anecdotes from the shows, most of the contestants mentioned I remember.

If you are looking for a detailed intense "how-to" book, this isn't it. But for me, it was enough as I'm not an entrepreneur. It's not a bad book, though. It gives lots of advice from a high kind of fluffy level. You have to have fun at and enjoy whatever you do ... hopefully you're doing whatever that is.

Blog review: <http://www.teenaintoronto.com/2011/04...>

Bruce Rowe says

I liked the book, but I think it helps if you think of it as a series of lessons learned. It's not a linear story over time. Robert has learned many important things, and he shares an experience and then the lesson in many chapters.

Many lessons he shared weren't new lessons or thoughts, so it wasn't a mind blowing our business changing book in my opinion. I liked it, but it doesn't make my top business books list.
