



Howard Schultz  
(CEO of Starbucks coffee  
1986-2000 and again  
2008-2017)



Steve Jobs  
(CEO of Apple Inc.  
1997-2011)



Jeff Bezos  
(Founder and Chairman of Amazon 1986-till)

Similarities between these  
four businessmen:

- \* Poor to Rich
- \* Risk Takers
- \* Self motivated
- \* Intense discipline
- \* Growth mindset
- \* persistence
- \* passion



Elon Musk  
(Founder and CEO SpaceX 1995-till)