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## Genuine Authentic: The Real Life of Ralph Lauren

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By Michael Gross

Harper, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Everyone knows the name Ralph Lauren. Many people know that he was born Ralphie Lifshitz. But not even Lauren himself knows the extra-ordinary history of his ancestry. And until now, no one really knew how this pint-size nebbish rose from the Jewish ghetto of the Bronx and turned himself from a yarmulke-topped yeshiva boy into the world's leading purveyor of old-money-WASP style. Genuine Authentic is that story. Horatio Alger, step aside. Lauren, the descendant of generations of eastern European rabbis, is the embodiment of modern ambition. He stands as a symbol of the awesome rewards of self-invention -- and not just because he turned a talent for designing ties into a ten-billion-dollar international business. He also demonstrates how precarious success is, how hard a road life can be even for the driven. Lauren is considered by many to be a phony and a copycat. Yet even though he made up his name and nearly went bankrupt trying to live up to it, he can't be dismissed as a mere fake. His products have revolutionized the way almost everything is sold and the way great...



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