

From Failure to Success

A treasury of 50 inspiring stories

“Don’t read success stories,
you will only get a message..
Read failure stories, you will
get some ideas to get success..!!”



ABHINAV KUSHWAHA

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Dedication

This book is dedicated to those who realize the power of Inspiration, Motivation and want to learn it through failure stories. And those who want to learn hidden success in failure.

Preface

“From Failure to Success” is a storytelling motivational book that contains 50 tremendous stories of famous successful people. Each of the stories in this book is deeply rooted and focuses on the journey of these people from failure to success. This book is prepared by lots of efforts and research. I hope you will find this book as insightful and useful. This book gives you inspiration, motivation, knowledge and ideas to get success in your life. I encourage you to save this book as a motivational key so that you can come back to it when you need to be motivated.

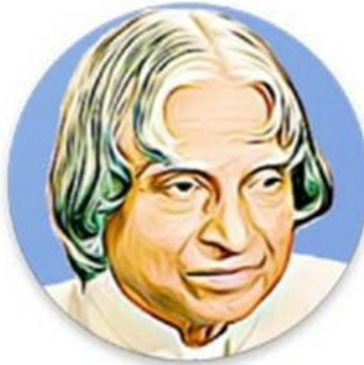
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Any error, including facts and typo are accidental, if any have been inadvertently overlooked, the author will be pleased to make the necessary arrangement as early as possible.

(1)Dr. APJ Abdul Kalam



- **Full Name:** - Avul Pakir Jainulabdeen Abdul Kalam
- **Born:** - 15 October 1931, Rameswaram, Tamil Nadu, India.
- **Died:** - 27 July 2015, Shillong, Meghalaya, India.
- **Personality:** - Aerospace Scientist, Professor, Author, 11th President of India.

APJ Abdul Kalam was born to a poor **Tamil Muslim** family in the pilgrimage center of **Rameswaram** on **Pamban Island, Madras Presidency** (now in the state of **Tamil Nadu**). His father **Jainulabdeen** was a boat owner and **imam** of a local mosque; his mother **Ashiamma** was a housewife. Abdul Kalam was the youngest of four brothers and one sister in his family. At an early age in his childhood, Kalam sold newspapers to supplement his family's income.

In his school years, Kalam had average grades, but was described as a bright and hardworking student who had a strong desire to learn. He spent hours on his studies, especially mathematics. After completing his education at the **Schwartz Higher Secondary School, Rameswaram**, Kalam went on to attend **Saint Joseph's College, Tiruchirapalli**, then affiliated with the **University of Madras**, from where he graduated in **physics** in **1954**. He then moved to **Madras (now Chennai)** in **1955** to study **Aeronautical Engineering** at **Madras Institute of Technology**. In his later career, Kalam received many **honorary doctorates** from the **University of Wolverhampton, UK (2007)**; **Carnegie Mellon University, US (2007)**; **Aligarh Muslim University, India (2008)**; **Nanyang Technical University, Singapore (2008)**; **Oakland University, US (2009)**; **University of Waterloo, Canada (2010)**; **Simon Fraser University, Canada (2012)**; **Edinburgh University, UK (2014)**.

For the APJ Abdul Kalam becoming a fighter pilot was a **dearest dream**, but **failed** to realize it by a whisker as he bagged the **ninth position** out of **25**

candidates when only **8 slots** were available in the **Indian Air Force (IAF)**.

“I had failed to realize my dream of becoming an Air Force pilot “, he writes.

In his book **“My Journey: Transforming Dreams into Actions”**, published by Rupa Publication, Mr. Kalam, who specialized in **Aeronautical Engineering** From **Madras Institute of Technology**, says he was desperate to pursue a career in flying.

“over the years I had nurtured the hope to be able to fly to handle a machine as it rose higher and higher in the stratosphere was my dearest dreams”, he writes.

Out of the two interview calls Mr. Kalam got, one was from the **Indian Air Force** in **Dehradun** and other from the **Directorate of Technical Development and Production (DTDP)** at the **Ministry of Defense** in **Delhi**.

While the interview at **DTDP** was **easy**, he recounted that for the **Air Force Selection Board**, he realizes that along with qualifications and engineering knowledge, they were also looking for a certain kind of **smartness** in the candidate.

He says **“walked around for a while till I reached the edge of a cliff”** before deciding to go to Rishikesh and **“seek a new way forward”**.

“It is only when we are faced with failure do we realize that these resources were always there within us. We only need to find them and move on with our lives,” says Mr. Kalam, who went to put his “heart and soul” at his job as the senior scientific assistant at DTDP.

The book **“My journey: Transforming Dreams into Actions”** is filled with stories of “innumerable challenges and learning” in his years as the scientific adviser when India conducted its second nuclear test, his retirement and dedication to teaching thereafter and his years as President.

He recounts **“starting into the pit of despair”** when he failed to make it as IAF pilot and how he pulled himself up and rose to become a man who headed India’s missile program and occupy the highest office in the country.

While the 82 years old, popularly known as the **Missile Man** for the contribution to the development of ballistic missile technology, had in 1999 brought out his autobiography **“Wings of Fire”** and followed it with **“Turning Points”, a journey through the challenges”** in 2012 that details his political career and challenges, the latest book talked about the people who left a deep impression on him as he was growing up.

In the 160 page book **“My Journey: Transforming Dreams into Actions”**, Mr. Kalam writes about his experience of watching his father build a boat, his early working life as a newspaper boy at the age of eight and even his first-hand experience of the way in their religious elders settled a religious matter in his school.

In a chapter **“A brush with fire”**, Mr. Kalam recounts the 11 January 1999 incident involving two aircraft which took off from Bangalore towards the Arakkonam-Chennai coastline and crashed, killing 8 men on board. While Mr. Kalam immediately flew to Bangalore from Delhi and met the bereaved families, he says the grief of devastated parents and the wailing of the infant remained with him even after years of the incident even after he moved from his office in South Block (Ministries Offices) to Rastrapati Bhavan (President Office).

The former President of India Dr. APJ Abdul Kalam says that true nation building is not made by political rhetoric alone, but should be backed “by the power of sacrifice, toil and virtue”.

“When grand plans for scientific and defense technologies are made, do the people in power think about the sacrifices the people in the laboratories and fields have to make?” he writes.

The book **“My Journey: Transforming Dreams into Actions”** also contains a chapter detailing Mr. Kalam favorite books **“which have always been close companions”** who **“were like friends”** guiding him through life. **Lillian Eichler Watson’s “Light from Many Lamps”**, the **“Thirukural”**, Nobel Laureate **Alex Carrel’s “Man the Unknown”** have been listed.

Poetry says Mr. Kalam has been **“one of his first loves”** and poem by **TS Eliot, Lewis Carroll** and **William Butler Yeats** has **“played out in my over and over again”**

In conclusion, Mr. Kalam writes his life can be summed up as **“Love poured to child... struggle....more struggle..... bitter tears..... then sweet tears..... and finally a life as beautiful as seeing the birth of the full moon”**.

“I hope these stories will help all my readers understand their dreams and compel them to work on these dreams that keep the awake,” he writes.

****Quotes****

- **“Dream is not that you see in sleep, Dream is something that does not let you sleep.”**
- **“You cannot change your future. But, you can change your habits, and surely your habits will change your future.”**
- **“It is very easy to defeat someone, but it is very hard to win someone.”**
- **“All birds find shelter during a rain. But the eagle avoids rain by flying above the clouds. Problems are common, but attitude makes the difference.”**
- **“All of us do not have equal talent. But, all of us have an equal opportunity to develop our talents.”**
- **“Without your involvement you can’t succeed. With your involvement you can’t fail.”**
- **“If you FAIL, never give up because F.A.I.L means “First Attempt in Learning”. End is not the end; in fact E.N.D means “Effort Never Dies”. If you get NO as the answer, remember N.O means “Next Opportunity”. “**
- **“Dream, Dream, Dream. Dreams transform in to thoughts and thoughts result in action.”**
- **“The best brain of the nation may be found on the last benches of the classroom.”**

(2)Srinivasa Ramanujan



- **Full Name:** - Srinivasa Aiyangar Ramanujan
- **Born:** - 22-December-1887 in Erode, Tamil Nadu, India.
- **Died:** - 26-April-1920 in Kumbakonam, Tamil Nadu, India.
- **Personality:** - Mathematician.

Ramanujan was born to a **Tamil Brahmin** family in **Erode, Madras Presidency** (now **Tamil Nadu**), at the residence of his maternal grandparents. His father **K. Srinivasa Aiyangar** worked as a clerk in a sari shop and hailed from **Kumbakonam, Thanjavur District, Tamil Nadu**. His mother, **Komalatammal**, was a housewife and also sang at a local temple. They lived on a **Sarangapani Street** in a traditional home in the town of **Kumbakonam**. The family home is now a museum.

On October 1, 1892, Ramanujan was enrolled at the **Kangayan Primary School**, in **Kumbakonam**. When his paternal grandfather died, he was sent to his maternal grandparents, then living in **Madras** (now **Chennai**). He did not like school in Madras, and tried to avoid attending. Within six months, Ramanujan was sent back to **Kumbakonam**, where he enrolled again in **Kangayan Primary school**.

At the Kangayan Primary School, Ramanujan performed well. Just before turning 10, in November 1897, he passed his primary examinations in English, Tamil, Geography and Arithmetic with the best score in the district. That year, Ramanujan entered in the **Town Higher Secondary School**, where he encountered formal mathematics for the first time.

In 1903, at age of 16, while studying at the Town Higher Secondary School, Ramanujan obtained a library copy of **GS Carr's "A Synopsis of Elementary Results in Pure and Applied Mathematics"**, which contains the collection of 5000 theorems. Ramanujan reportedly studied the contents of

the book in detail. The book is generally acknowledged as a key element in awakening his genius.

From the documents recently found in the **Tamil Nadu Archives**, on **Thursday and Friday, December 3 and 4, of 1903**, Srinivasa Ramanujan, who was becoming the great Indian Mathematician in his country's history, sat for the **Matriculation Examination (High School or 10th Standard) of Madras University at Town Higher Secondary School**. Ramanujan **obtained a second class place** in the Matriculation Examination, permitting him to enter the **Government College of Kumbakonam in 1904** with a scholarship. Ramanujan was well known at the time he entered college. But later on, he was totally immersed in mathematics (By 1904 Ramanujan had begun to undertake deep research. He investigated a series $(1/n)$ and calculated Euler's constant up to 15 decimal places, began to study the Bernoulli Number.) and would not study any other subjects. **He thus failed his exams, except for mathematics, at the end of his first college year; he lost his scholarship for following year in 1905.** Without money he was soon in difficulties, and without telling his parents, he ran away to the town of **Vizagapatnam** about 650 km north of Madras. He continues his mathematical work, however, and at this time he worked on **hypergeometric series** and investigated relations between **integral** and **series**. He was to discover later that he had been studying the **elliptic function**.

In **1906**, Ramanujan joined the **Pachaiyappa College** in **Madras** on a partial scholarship awarded for his mathematical abilities, but after three months he fell ill and returned home in Kumbakonam. On **Wednesday and Thursday, December 4 and 5, 1907**, Ramanujan appeared for the **First Arts (FA) Examination** (two years intermediate course or 12th standard) at the Pachaiyappa College after private study. Every candidate for the First Arts (FA) Examination was required to provide evidence that he or she had studied for at least two years, with Ramanujan's year at Kumbakonam counting toward his requirement. Ramanujan **failed in English** with a score of **38 out of 200; minimum 70 was needed to pass**. In **Sanskrit**, he obtained a score of **34 out of 100; minimum 35 needed to pass**. He **passed Mathematics with a score of 85 out of 150; minimum 45 needed to pass**. He failed to appear for the examination in **Physiology** and **History**. If a candidate failed in any one of prescribed subjects, he or she had to repeat

the examination in all the subjects.

Ramanujan's Marks in the First Arts (FA) Examination of 1907 were (as Register Number 1198).

Subjects-	Max. Marks	Min. Marks	Marks Obtained
English	200	70	38
Sanskrit	100	35	34
Mathematics	150	45	85
Physiology	-	-	0
History	-	-	0

This meant that he could not enter the **University of Madras**. In the following years he worked on mathematics, developing his own ideas without any help and without any idea of the then current research topics other than that provided by **GS Carr's book "A Synopsis of Elementary Results in Pure and Applied Mathematics"**.

There are three possible reasons for Ramanujan's failure: -

- Firstly, Ramanujan's single-minded devotion to mathematics was the most possible reason for failing in the first college year at **Government College of Kumbakonam**.
- Secondly, Ramanujan became ill after three months of study at **Pachaiyappa College**. Thus, he attended only a few lectures at **Pachaiyappa College**.
- Thirdly, there were some mathematical subjects which Ramanujan evidently did not enjoy as he did others. That is the reason why Ramanujan scored only 85 marks out of 150 in Mathematics in FA Examination 1907.

Continuing his mathematical work Ramanujan studied the **continued function** and **divergent series** in **1908**. At this stage, he became seriously ill again and underwent an operation in April 1909 after which he took him some considerable time to recover. He married on 14 July 1909 when his mother arranged for him to marry a ten years old girl **S Janaki Ammal**. Ramanujan did not live with his wife, until she was twelve years old.

Ramanujan continued to develop his mathematical ideas and began to pose problems and solve problems in the **Journal of Indian Mathematical**

Society. He developed relations between elliptic modular equations in 1910. After publication of a brilliant research paper on Bernoulli Numbers in 1911 in the Journal of Indian Mathematical Society he gained recognition for his work. **Despite his lack of a university education, he was becoming well known in the Madras area as a mathematical genius.**

In 1911 Ramanujan approached the founder of the Indian Mathematical Society for advice on a job. After this he was appointed to his first job, a temporary post in the **Accountant General's Office in Madras.** It was then suggested that he approach **Ramachandra Rao, who was a Collector at Nellore.** Ramachandra Rao was a founder member of the Indian Mathematical Society who had helped start the mathematics library. **He writes in: -**

A short uncouth figure, stout, not over clean, with one conspicuous feature-shining eyes- walked in with a frayed notebook under his arm. He was miserably poor. He opened his book and began to explain some of his discoveries. I saw quite at once that there was something out of the way; but any knowledge did not permit me to judge whether he talked sense or nonsense. I asked him what he wanted. He said he wanted a pittance to live on so that he might pursue his researches.

Ramachandra Rao told him to return to Madras and he tried, unsuccessfully, to arrange a scholarship for Ramanujan. In **1912 Ramanujan applied for the post of clerk in the accounts section of the Madras Port Trust. In his letter of application he wrote: -**

I have passed the Matriculation Examination and studied up to the First Arts but was prevented from pursuing my studies further owing to several untoward circumstances. I have, however, been devoting all my time to Mathematics and developing the subject.

Despite the fact that he had no university education, Ramanujan was clearly well known to the university mathematicians in Madras for, with his letter of application, Ramanujan included a reference from **EW Middlemast** who was the Professor of Mathematics at the **Presidency College** in Madras. Middlemast, a graduate of **St. John's College, Cambridge, wrote: -**

I can strongly recommend the applicant. He is a young man of quite exceptional capacity in mathematics and especially in work relating to numbers. He has a natural aptitude for computation and is very quick at figure work.

On the strength of the recommendation Ramanujan was appointed to the post of clerk and began his duties on 1 March 1912. Ramanujan was quite lucky to have a number of people working around him with training in mathematics. In fact the Chief Accountant of the Madras Port Trust, **S N Ayer**, was trained as a mathematician and published a paper on the **distribution of prime in 1913** on Ramanujan's work. The professor of Civil Engineering at Madras Engineering College **C L T Griffith** was also interested in Ramanujan's abilities and, having educated at University College London, knew the professor of mathematics there, namely **M J M Hill**. He wrote to Hill on 12 November 1912 sending some of Ramanujan's work and a copy of his 1911 paper on Bernoulli Number.

Hill replied in a fairly encouraging way, but showed that he had failed to understand Ramanujan's results on divergent series. The recommendation to Ramanujan that he read Bromwich's Theory of infinite series did not please Ramanujan much. Ramanujan wrote to **E W Hobson** and **H F Baker**, trying to interest them in his results but neither replied. On January 1913 Ramanujan wrote to **G H Hardy** having seen a copy of his book **Orders of Infinity**. In a Ramanujan's letter to G H Hardy he introduced himself and his work **as below**: -

I have had no university education but I have undergone the ordinary school course. After leaving school I have been employing the spare time at my disposal to work at mathematics. I have not trodden through the conventional regular course which is followed in a university course, but I am striking out a new path for myself. I have made a special investigation of divergent series in general and the results I get are termed by the local mathematician as 'startling'.

G H Hardy together with **Littlewood**; studied the long list of unproved theorems which Ramanujan enclosed with the letter. On 8 February 1913 he replied to Ramanujan, the letter beginning: -

I was exceedingly interested by your letter and by the theorems which you states. You will, however, understand that, before I can judge properly of the value of what you have done, it is essential that I should see proofs of some of your assertions. Your results seem to me to fall into roughly three classes: -

- (1) There are numbers of results that are already known, or easily deductible from known theorems.

(2) There are results which, so far as I know, are new and interesting, but interesting rather from their curiosity and apparent difficulty than their importance.

(3) There are results which appear to be new and important.

Ramanujan was delighted Hardy's reply and when he wrote again he said: -

I have found a friend in you who view my labors sympathetically. I am already a half starving man. To preserve my brains I want food and this is my first consideration. Any sympathetic letter from you will be helpful to me here to get a scholarship either from the university or from the government.

Indeed the University of Madras did give Ramanujan a scholarship in May 1913 for two years and, **in 1914**, G H Hardy brought Ramanujan to **Trinity College, Cambridge**, to begin an extraordinary collaboration. Setting this up was not an easy matter. Ramanujan was an orthodox Brahmin and so was a strict vegetarian. His religion should have prevented him from travelling, but this difficulty was overcome, partly by the work of **E H Neville**, who was a colleague of Hardy's at Trinity College and who met the Ramanujan while lecturing in India.

Ramanujan sailed from India on **17 March 1914**. It was a calm voyage except for three days on which Ramanujan was seasick. He arrived in **London** on **14 April 1914** and was met by Neville. After four days in London they went to Cambridge and Ramanujan spent a couple of weeks in Neville's home before moving into rooms in Trinity College on 30th April. Right from the beginning, however, he had problems with his diet. The outbreak of World War I made obtaining special items of food harder and it was not long before Ramanujan had health problems.

Right from the start Ramanujan's collaboration with Hardy led to important results. Hardy was, however, unsure how to approach the problem of Ramanujan's lack of formal education. He wrote: -

What was to be done in the way of teaching him modern mathematics? The limitations of his knowledge were as startling as its profundity.

Littlewood was asked to help teach Ramanujan rigorous mathematical methods. However, he said: -

That it was extremely difficult because every time some matter, which it was, thought that Ramanujan needed to know, was mentioned,

Ramanujan's response was an avalanche of original ideas which made it almost impossible for Littlewood to persist in his original intention.

The world war-I soon took Littlewood away on war duty, but Hardy remained in Cambridge to work with Ramanujan. Even in his first winter in England, Ramanujan was ill and he wrote in March 1915 that he had been ill due to winter weather and had not been able to publish anything for five months. What he did publish was the work he did in England, the decision having been made that the results he obtained in India, many of which he had communicated to Hardy in his letters, would not be published until the war had ended.

On **16 March 1916**, Ramanujan graduated from Cambridge with a **Bachelor of Science** by research (the degree was called **PhD** since 1920). He had been allowed to enroll in June 1914 despite not having any qualifications. Ramanujan's dissertation was on highly composite numbers and consisted of seven of his papers published in England.

Ramanujan fell seriously ill in 1917 and his doctor feared that he would die. He did improve a little by September but spent most of his time in various nursing homes.

On 18 February 1918 Ramanujan was elected a fellow of the **Cambridge Philosophical Society** and then three days later, the greatest honor that he would receive; his name appeared on the list for election as a fellow of the **Royal Society of London**. He had been proposed by an impressive list of mathematicians, namely Hardy, Mac Mohan, Grace, Larmor, Bromwich, Hobson, Baker, Littlewood, Nicholson, Young, Whittaker, Forsyth and Whitehead. His election as a fellow of the Royal Society was confirmed on 2 May 1918, and then on 10 October 1918 he was elected a Fellow of Trinity College Cambridge, the fellowship to run for six years.

The honors which were bestowed on Ramanujan seemed to help his health improve a little and he renewed his efforts at producing mathematics. By the end of November 1918 Ramanujan's health had greatly improved. Hardy wrote in a letter: -

I think we may now hope that he has turned to corner, and is on the road to a real recovery. His temperature has ceased to be irregular, and he has gained nearly a stone in weight. There has never been any sign of any diminution in his extraordinary mathematical talents. He has produced less naturally during his illness, but the quality has been the same.

He will return to India with a scientific standing and reputation such as no Indian has enjoyed before, and I am confident that India will regard him as the treasure he is. His natural simplicity and modesty has never been affected in the least by success- indeed all that is wanted is to get him to realize that he really is a success.

Ramanujan sailed to India on 27 February 1919 arriving on 13 March. However, his health was very poor, despite medical treatment; he **died** there on 26-April-1920 before his 34th birthday.

Ramanujan independently discovered results of Gauss, Kummer and others on hyper-geometric series. Ramanujan's own work on partial sums and products of hyper-geometric series have led to major development in this topic. Perhaps his most famous work was on the number $p(n)$ of partitions of an integer n into summands. Mac Mohan had produced tables of the value of $p(n)$ for small numbers n , and Ramanujan used this numerical data to conjecture some remarkable properties some of which he proved using elliptic functions. Others were only proved after Ramanujan's death.

In a joint paper with Hardy, Ramanujan gave an asymptotic formula for $p(n)$. It had the remarkable property that it appeared to give the correct value of $p(n)$, and this was later proved by Rademacher.

Ramanujan left a number of unpublished notebooks filled with theorems that mathematicians have continued to study. G N Watson, Mason Professor of Pure Mathematics at Birmingham from 1918 to 1951 published 14 papers under the general title **Theorem Stated by Ramanujan** and in all he published nearly 30 papers which were inspired by Ramanujan's work. Hardy passed on to Watson the large number of manuscripts of Ramanujan that he had, both written before 1914 and some written in Ramanujan's last year in India before his death.

Ramanujan was an Indian Mathematician who was largely self taught, deriving independently some work of Gauss and Riemann. G H Hardy at Cambridge sponsored the brilliant young mathematician, whose notebooks of original discoveries are being published and are the source of inspiration to other mathematicians.

****Quote****

- **“An equation means nothing to me unless it expresses a thought of God.”**

(3) Brian Acton



- **Born:** - February 17, 1972, Michigan, U.S
- **Known for:** - Co-Founder of **WhatsApp** messenger.

Brian Acton graduated High School from **Lake Howell High School**. He later graduated from **Stanford University** in 1994 with a degree in **Computer Science**. In 1992, he became a system administrator for **Rockwell International** and later becoming a product tester at **Apple Inc.** and **Adobe System**. In 1996, he became the 44th employee hired by Yahoo Inc.

In the middle of 2009, Brian Acton was the Software Engineer that no one wanted to hire. Despite a dozen years of experience at Yahoo and Apple Inc., he got turned down by two of the internet's brightest stars at that time. First **Twitter** says no on May 2009, and then **Facebook** rejected him in August 2009.

On 24 May 2009, Brian Acton tweeted: - "Got denied by Twitter HQ. Thanks ok. Would have been a long commute."

On 4 August 2009, he tweeted: - "Facebook turned me down. It was a great opportunity to connect with some fantastic people. Looking forward to life's next adventure."

When Brian Acton couldn't find work at another big-name company, he took his chances on the **start-up** route instead. Teaming up with Yahoo alum, **Jan Koum**, he helped build **WhatsApp**, a Mountain View, California; Start-up that has become the king of cloud-based messaging.

WhatsApp was in the headline in February 2014 because Facebook has agreed to buy WhatsApp. Facebook says it has wrapped up its landmark **\$19 billion** acquisition of WhatsApp, a deal was hashed out in Mark Zuckerberg's house over the course of a few days in February 2014 and sealed over a bottle of Johnnie Walker Scotch.

WhatsApp founders Brian Acton and Jan Koum became billionaires in February 2014 when Facebook announced- it was buying the company they had started five years ago for a jaw-dropping \$19 billion. Jan Koum pocket \$6.8 billion and Brian Acton with \$3.5 billion after taxes.

Facebook will now award 177.8 million shares of Class A common stock and \$4.59 billion in cash to WhatsApp's shareholders. Fortunately for those parties, the values of Facebook's shares are now higher than they were when the deal was announced in February 2014. In September 2014, when Mark Zuckerberg completed the purchase, the deal was worth around \$21.8 billion.

As Brian Acton was a reversal of fortune heads into the legend-making machine of Silicon-Valley, there's one more detail that deserves to be preserved, just the way he expressed it at the time. Instead of voicing frustration about Facebook's inability to realize what he contributes? In 4 August 2009, Brian Acton wrote: - "It was a great opportunity to connect with some fantastic people. Looking forward to life's next adventure." It look a while, but eventually his optimism paid off.

****Quote****

➤ **“Why are corporations autocratic and government democratic? Why can't corporations be democratic?”**

(4)Jack Andraka



- **Full name:** - Jack Thomas Andraka
- **Born:** - January 8, 1997, Crownsville, Maryland, U.S
- **Fields:** - Cancer Researcher, Inventor, Scientist.

Jack Thomas Andraka is an American Scientist and Cancer Researcher. He is known for his award-winning work on a potential method for detecting the early stages of **pancreatic** and other **cancers**, which he performed while was a **high school student** at **North County High School** in **Maryland**.

It was after a close family friend died of **pancreatic cancer** that Jack Andraka became interested in finding a better **early-detection diagnostic test**. Unfortunately, pancreatic cancer is usually detected too late to save the patient.

In an interview with **BBC**, Jack Andraka said the idea for his **pancreatic cancer test** came to him while he was in biology class at **North County High School**, drawing on the class lesson about **antibodies** and the article on analytical methods using **carbon nanotubes**; he was seriously reading in class at the time. Afterward, he followed up with more research on **nanotubes** and **cancer biochemistry** aided by **free online scientific journals**. He then contacted 200 professors at **John Hopkins University** and the **National Institute of Health** with a plan, a budget, and a timeline for his project, hoping to receive laboratory help. He received **199 rejection emails** before he got a positive reply from **Dr. Anirban Maitra**, professor of **pathology, Oncology and Chemical and Biomolecular Engineering** at **John Hopkins School of Medicine**.

At the lab Jack Andraka developed a **Pancreatic Cancer Test 166 times faster and 26000 times cheaper than the current test**. Jack's invention will save thousands of lives.

His diagnostic test earned him first prize at the **Intel International Science and Engineering Fair**, the world's largest pre-college science research competition. Interviewed before the fair, he said, "I'm incredibly excited. It's like the Olympics of science fairs. It's just amazing to be here-even if I don't get a prize." Well, Jack Andraka did **win**, receiving about \$ 100,000 in prize money. Jack Andraka said he will put the prize money toward college tuition fees.

Why did a 15-years-old high school student Jack Andraka beat out **billion-dollar pharmaceutical company** with his diagnostic test? Perhaps as a young boy with no experience, he had not yet learned what everyone else in the industry "knew couldn't be done."

Think about Jack Andraka the next time you hear that something can't be done, or someone asks you to help out with his project, or if you received numerous rejections (Jack Andraka received 199 rejections) or you are simply hesitating to give up your ideas. Also, you don't necessarily need a giant team, billions of dollars in fund or even more than 15 years of life experience to do something surprising.

The results of Jack Andraka's diagnostic test were published by the **Society for Science and the Public** website, and Jack has patented his discovery.

Currently, Jack Andraka enrolled as a freshman at **Stanford University** for the 2015-2016 academic years.

****Quotes****

- **"Anything is possible with internet. You don't have to be professor with multiple degrees to have your idea work."**
- **"Dream big and then make it happen."**

(5)Jack Dorsey



- **Born:** - November 19, 1976, St. Louis, Missouri, U.S
- **Known for:** - Co-founder of **Twitter**, CEO of **Square Inc.**
 - **Net worth:** - \$ 1.1 billion (August 2016)

Jack Dorsey was born in St. Louis, Missouri, United States, to Mercia Smith (mother) and Tim Dorsey (father). His father was an engineer of medical equipment and worked for a company that developed mass spectrometers. His father's job which required the family to move from one place to another, young Jack Dorsey developed an interest in maps.

He went to **Bishop DuBourg High School** in St. Louis, Missouri. He was known to be a quite boy as he suffered from **stuttering**. He was determined to overcome this challenge by participating in a variety of oratory competitions and was finally able to speak normally. Jack Dorsey developed an early interest in computer and was a member of his school's computer club.

His childhood enthusiasm with maps developed into a serious hobby in his teenage. By age 14, he became interested in **dispatch, routing** for **taxicabs, delivery vans, ambulance**, etc. and created **software programs** for **taxi dispatching** and **firefighting services**.

After graduating High School, he enrolled at **Missouri University of Science and Technology** and subsequently, he transferred to **New York University**. He first came up with the idea of **Twitter** (sharing short messages that would update his friends about his status in real-time) at New York University. He did not stay long in the New York University to complete his degree and **dropped out**.

While working on dispatching as a programmer, he later moved to

Oakland, California, in 2000 in search of better career prospects. He started a company to dispatch couriers, taxis, and emergency services from the web. During this time he became serious about his idea for a short message communication service that would update the friends about status in real-time. Meanwhile, his dispatch company **failed** and Jack Dorsey struggled for the next few years. He made his living by freelancing. However, he never forgets his dream of creating short message service he had envisioned.

He approached **Odeo**, a directory and search destination website, which at the time was showing interest in **text messaging**. He managed to attract the interest of **Odeo** Co-founder **Evan Williams** and one of the company's executive **Biz Stone**.

In October 2006, **Jack Dorsey** along with **Biz Stone**, **Evan Williams**, and some other members at **Odeo**, formed **Obvious Corporation** which later evolved into "**Twitter**". Within two weeks Jack Dorsey created a simple site where users could instantly post short messages of 140 characters or less called "**tweets**". Initially Jack Dorsey served as Twitter's **CEO** and in October 16, 2008, Evan Williams took over the role of **CEO**, while Jack Dorsey became the **Chairman of the Board**.

In 2009, Jack Dorsey teamed up with fellow entrepreneur and computer science engineer **Jim McKelvey** to form **Square Inc.** primarily started as a **mobile payment company**, Square Inc. eventually branched into financial and merchant services as well. The company grew from 10 employees in December 2009 to over 100 employees by June 2011. In September 2012, **Business Insider Magazine** valued Square Inc. at \$ 3.3 billion. Jack Dorsey serves its CEO. On October 14, 2015, Square Inc. filed for an IPO to be listed on the **New York Stock Exchange**.

On March 28, 2011, Jack Dorsey returns to **twitter** as an Executive Chairman after **Dick Costolo** replaced **Evan Williams** as the CEO. On June 10, 2015, **Costolo** announced that he was resigning as **CEO** of twitter effective July 1, 2015. Jack Dorsey would assume the post of interim CEO upon Costolo's departure. He was named permanent CEO of twitter on October 5, 2015.

On May 2016, Jack Dorsey announced that twitter would not count **photos** and **links** in 140- character limit to free up more space for **text**. This move was an attempt to entice new users since the number of tweets per day was at an all-time low **300 million in January 2016** compared to about

500 million in September 2013 and its peak of 661 million in August 2014.

****Quotes****

- **“You are not here to do what has already been done, Don’t worry about rejection!”**
- **“Everyone has an idea. But it’s really about executing the idea and attracting other people to help you work on the idea.”**

(6) Nikesh Arora



- **Born:** - February 9, 1968, Ghaziabad, Uttar Pradesh, India.
- **Occupation:** - Chief Business Officer for **Google** till 2014, President and COO of **SoftBank Corp.** from October 2014 until 21 June 2016.

Nikesh Arora was born in Ghaziabad, Uttar Pradesh, India. His father was an Indian Air Force Officer. He started his early education at the **Air Force School** in **Subroto Park, Delhi**. As a kid, he was a backbencher at school, winning the **National Talent Scholarship** at 10th standard became his first shot at accomplishment.

After studying at the Air Force School, he joined the **Indian Institute of Technology (IIT) BHU** in **Varanasi** with a **bachelor's degree in Electrical Engineering** and graduated in 1989. After graduation, he did a brief stint touting **Wipro Ltd's** computers around the various ministries in Delhi. He worked as part of three-member team, travelled on a motorbike, and was paid on commission. In an interview he said- "I was the new kid so I got the harder jobs." Despite making one significant sale of \$ 100,000 equipment for **GIS** services in his nine months into the job, Nikesh Arora decided to head to the **U.S for an MBA**.

While Nikesh Arora decided to pursue his MBA in the U.S, money was a problem, however, "His first criteria was to find universities that did not have an application fee." He applied to 10. The set were what we called '**Zero Dollar' Universities**. **Northeastern University in Boston** was one of these, and in 1990, Nikesh Arora joined the Northeastern University in Boston, from where he earned an **MBA degree in 1992**.

After graduating MBA from Northeastern University, Arora struggled to find a job. Arora had got married in the summer holidays of his first year at Northeastern University and he needed a job quickly to support his family

but didn't find any job. His choice was come back to India and figure out a way to return \$ 5000 to his father since he borrowed.

He wrote 450 application letters to various members of the alumni networks who were well placed, **449 of which were rejected, saying no you are not worthy.** He has kept a copy of all 449 letters to remind him how he dealt with **failure.**

After 449 rejections, Arora said, **Fidelity Investment** replied to one of his letters. Arora clinched the job and went to work. He also applied for a **master's program in finance** on the side at **Boston College.** "In the process of those 450 letters I have been told a number of times that I didn't have enough knowledge in **finance** on my C.V", he said. "So I went to school at night. I beat everyone and was first in my class, and then, in parallel, I started taking the **CFA (Chartered Financial Analyst)** course", he said. By 1995, Nikesh Arora completed both courses.

In Fidelity Investment, over the upcoming years, he rose through the ranks at Fidelity and held top financial and technology portfolios, eventually becoming the **Vice-President (Finance)** in **Fidelity Technologies.**

He left Fidelity in 1999, and joined **Putnam Investment** but he didn't stay for long there. Subsequently, he joined **Deutsche Telekom** a German company in November 1999.

After the six months between **London** and **Germany**, Nikesh Arora decided to start **mobile data business**, for **Deutsche Telekom.** "It was the time when 3G was just starting." Nikesh Arora moved to London for his venture, **T-Motion PLC**, which was incorporated in June 2000, and merged back into parent company as part of **T-Mobile** after two years. Nikesh Arora had begun to make a name for himself by that time, according to **Sunil Mittal, Chairman and Group CEO of Bharti Enterprises.**

By 2004, Arora has been already onto the next project. His idea was to start a mobile virtual network out of London, and was in the middle of drawing up the business plan for this idea when another alternative suddenly presented itself.

"I was having lunch with a friend, who said, 'Hey, there's this company from California looking for somebody to manage the **European Business**, it's too small for me but you might be interested in talking to them! That was September 2004", he said. The company was **Google.**

Nikesh Arora accepted the job and managed **Google's European**

Operations from 2004 to 2007. His efficiency and determination helped the company to spread its influence around Europe. He was eventually made in charge of handling **Middle East** and **Africans Markets** from 2007 to 2009.

Google has become a tremendously successful company in the upcoming years and along with it, Nikesh Arora too grew in stature. He served as **President, Global sales and Business Development Executive** from 2009 to 2010. In 2011, he became the **Senior Vice-President** and **Chief Business Officer** in **Google**. Soon, he became Google's highest paid executive- he received a compensation package of **\$ 57.1 million** in 2013.

After working with Google for a decade, he **quit the Google in July 2014** to join **Japan's Softbank Corp** as a **Vice Chairman of Group** and **CEO of SoftBank Internet and Media Inc.**, and quickly rose to be the **President & Chief Operating Officer** of **SoftBank Corp**.

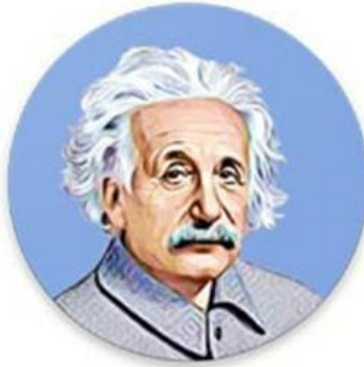
Nikesh Arora received **\$ 208 million** in compensation over the last two years from 2014-2016, while at the head of Softbank's Operations. According to **Bloomberg Report 2016**, Arora's salary package was at par with the likes of **Tim Cook, CEO of Apple Inc.** and **Walt Disney Co's Bob Iger**. This is the second year in row that Arora has figured in the **Bloomberg Ranking of Global Executives by Pay**.

In June 2016, he abruptly resigned from his position at SoftBank. Nikesh Arora told reporters that he plans to remain as an **advisor to SoftBank**, but the split "Will allow me to think about my next move."

****Quotes****

- **"Why does it happen that innovation comes from people who are not in those rooms, who are still in their early stages of their life who probably decide not to take the traditional path?"**
- **"What is it that you are going to go do differently tomorrow?"**

(7)Albert Einstein



- **Born:** - 14 March 1879, Ulm, Kingdom of Wurttemberg, German Empire.
- **Died:** - 18 April 1955, Princeton, New Jersey, U.S.
- **Personality:** - Scientist.

Albert Einstein did not speak until he was four and did not read until he was seven, causing his teachers and parents to think he was mentally handicapped, dim and slow to learn.

In 1880, Einstein's family move to **Munich**, where Einstein's father **Hermann** and his uncle **Jakob** founded a company that manufactured **electrical equipment** based on direct current.

Albert Einstein attended a **Catholic Elementary School in Munich** from the age of 5 for three years. At the age of 8, he was transferred to the **Luitpold Gymnasium (now known as the Albert Einstein Gymnasium)**, where he received advanced primary to secondary education.

In 1894, **Hermann and Jakob's company** lost a bid to supply the city of Munich with electrical lighting because they lacked the capital to convert their equipment from the Direct Current (D.C) standard to the more efficient Alternating Current (A.C) standard. The loss forced the sale of the Munich factory. In search of business, Einstein's family moves to **Italy**, first to **Milan** and a few months later to **Pavia**. When the family moved to Pavia, Albert Einstein stayed in Munich to finish his studies at the Luitpold Gymnasium. His father intended for him to pursue **electrical engineering**, but Einstein clashed with authorities and resented the school's regimen and teaching method. "He later wrote that the spirit of learning and creative thought was lost in strict rote learning." At the end of December 1894, he travelled to Italy to join his family in Pavia, convincing the school to let him go by using a

dontor's note. During his time in Italy he wrote an essay with the title **"On the Investigation of the State of Ether in a Magnetic Field."**

In 1895, at the age of 16, Albert Einstein sat for the entrance examinations for the **Swiss Federal Polytechnic** in **Zurich, Switzerland**. He **failed** to reach the required standard in the general part of the examination, but obtained exceptional grades in **physics** and **mathematics**. On the advice of the principal of the polytechnic, he attended **Agrovian Cantonal School (gymnasium)** in **Aarou, Switzerland**, from 1895-1896 to complete his secondary schooling. In September 1896, he passed the **Swiss Matura** with mostly good grades, including a top grade of 6 in physics and mathematical subjects, on a scale of 1-6. Though only 17 years of age, he enrolled in four year mathematics and physics diploma program at the **Zurich Polytechnic**. In 1900, Einstein was awarded the Zurich Polytechnic teaching diploma.

After graduating in 1900, Einstein spent almost two frustrating years searching for a teaching post. He acquired Swiss citizenship in February 1901. With the help of a friend's father, Einstein secures a job in **Bern** at the **Federal Office of Intellectual Property, the patent office**, as an **assistant examiner**. Much of his work at the patent office related to questions about **transmission of electric signals and electrical-mechanical synchronization of time**, two technical problems that show up conspicuously in the thought experiments that eventually lead Einstein to his radical conclusions about the nature of light and the fundamental connection between **space** and **time**.

On 30 April 1905, Einstein completed his thesis, with **Alfred Kleiner**, professor of experimental physics. As a result, Einstein was awarded a **PhD** by the **University of Zurich**, with his desertion entitled, **"A New Determination of Molecular Dimensions."** That same year, which has been called Einstein's miracle year, he published four ground breaking papers, **on the Photoelectric Effect, Brownian Motion, Special Relativity**, and the **Equivalence of Mass and Energy**; which were to bring him to the notice of the academic world, at the age of 26.

By 1908, he was recognized as a leading scientist and was appointed lecturer at the **University of Bern**. Einstein was appointed associate professor at the **University of Zurich** in 1909. Einstein became a full professor at the German **Charles-Ferdinand University** in **Prague** in April 1911. From 1912 to 1914 he was professor of theoretical physics at the **ETH**

Zurich. In 1914, he returned to the German Empire after being appointed director of the **Kaiser Wilhelm Institute of Physics (1914-1932)** and a professor at the **Humboldt University of Berlin.**

Albert Einstein's scientific contributions: -

Quantum theory: - Einstein suggested that light doesn't just travel as waves but as electric currents. This photoelectric effect could force metals to release a tiny stream of particles known as 'quanta'. From this quantum theory, other inventors were able to develop devices such as **television** and **movies**. He was awarded the **Nobel Prize for physics in 1921.**

Special theory of relativity: -

The core of his theory of relativity is that: -

"Movement can only be detected and measured as relative movement; the change of position of one body in respect to another."

Thus, there is no fixed absolute standard of comparison for judging the motion of the earth or planets. It was revolutionary because previously people had thought time and distance are absolutes. But, Einstein proved this not to be true.

****Quotes****

- **"Education is not the learning of facts, but the training of the mind to think."**
- **"A person who never made a mistake, never tried anything new."**
- **"Imagination is more important than knowledge."**
- **"Try not to become a man of success, but rather try to become a man of value."**
- **"School failed me, and I failed the school. It bored me. The teachers behaved like Feldwebel (Sergeants). I wanted to learn what I wanted to know, but they wanted me to learn for the**

exam. What I hated most was the competitive system there, and especially sports. Because of this, I wasn't worth anything, and several times they suggested I leave. This was a Catholic School in Munich. I felt that my thirst for knowledge was being strangled by my teachers; grades were their only measurement. How can a teacher understand youth with such a system? From the age of twelve I began to suspect authority and distrust teachers."

(8)Charles Darwin



- **Born:** - 12 February 1809, The Mount, Shrewsbury, Shropshire, England.
 - **Died:** - 19 April 1882, Down House, Kent, England.
 - **Personality:** - Naturalist.

In 1818, at the age of nine, Charles Darwin was sent to **Shrewsbury School**. His boarding school followed a traditional classical curriculum around ancient Greek and Latin, which Charles loathed. He was not considered to be particularly smart. His foreign language skills were poor.

He enjoyed hunting and going for long walks, observing and collecting things from the natural world. At one point he became so obsessive about hunting that his father declared: -

“You care for nothing but shooting dogs and rat- catching, and you will be disgraced to yourself and your family.”

Despite his father’s uncharacteristic outburst, the young Charles Darwin was very enthusiastic about science. He enjoyed learning how complex things worked. He was captivated by a book “**Wonders of the World**”, which planted a seed in him to travel.

His brother builds a chemistry lab in the garden tool-house, and Charles helped with experiments, often late into the night. Chemistry became his favorite subject. Unfortunately, it was not part of his school’s curriculum.

In 1825, aged 16, Charles Darwin became a medical student at the **University of Edinburgh**, as his father had done 42 years earlier. His father has pleasant memories of Edinburgh, where he had been taught by the great chemist **Joseph Black**, discoverer of **magnesium, carbon dioxide** and **latent heat**. Unlike his father, however, Charles did not enjoy medical school.

“The instructions at Edinburgh were altogether by lectures, and these were intolerably dull, with the exception of those on chemistry.”

In his second year at Edinburgh, Charles became interested in zoology, and he collected and dissected marine creatures. He also attended geology lectures, but found them incredibly boring.

His exasperated father decided to halt Charles's medical studies. He withdrew his son from Edinburgh, and sent him to the **University of Cambridge**.

Early in 1828, just before his twentieth birthday, Charles Darwin enrolled at the University of Cambridge to study for a **Bachelor of Arts degree**. After three easy years, he received B A degree with marks near to the top of the class.

Ironically, given Darwin's later work, his favorite book at Cambridge University was **Evidences of the Existence and Attributes of the Deity**. Its author William Paley, used the example of a watch and a watchmaker in support of his argument that the natural world had been designed by God. Each species of life is much more complex than a watch, Paley said, therefore, clearly these species must have been designed by someone- and that someone was God.

During his time in Cambridge, Charles Darwin continued to pursue his scientific interests, particularly in Botany and Zoology; his greatest interest by far was in collecting different species of beetle. After finishing in Cambridge, he began taking serious interest in geology.

Near the end of summer 1831, after completing his degree, Charles Darwin was offered a position as a naturalist on **HMS Beagle**, one of the **British's Royal Navy's Survey Ship**. The HMS Beagle was scheduled to make a long expedition to the South Seas. The voyage much like the fictions Starships Enterprise's, was a five year mission. The expedition continued, with Charles Darwin writes about his experiences in each new place he visited, collecting samples of flora, fauna, fossils and observing rock formations.

In October 1836, Charles Darwin arrived back in England. Although Darwin had embarked on the voyage as an unknown, recent graduate, he returned as a respected, well-known scientist. Also, he had assembled a large, exciting collection of specimens that naturalists were queuing up to study and catalog.

His father was relieved his prediction that Charles Darwin would disgrace the family had been proven wrong. His son was now admired in the

world of natural science; he agreed to continue funding his work. In fact, other people had also recognized the value of Darwin's work.

In July 1837, Darwin began to keep a notebook of his thoughts and theories about the variation of plants and animals. By this time, he had completely accepted that species could evolve. He decided he would make his investigation, according to the principle of **Francis Bacon**. He would assemble facts before producing a theory.

In October 1838, he read **Thomas Malthus's** work on population, showing that population increase until food runs out, then crash. There is a struggle for existence. Darwin said that having read Malthus: -

"It at once struck me that under these circumstances favorable variations would tend to be preserved, and unfavorable ones to be destroyed. The result of this would be the formation of new species. Here, then, I had at last a theory by which to work."

Darwin's game-changing book **On the Origin of Species**- often called the most important in the history of biology- became available to public on November 24, 1859; Booksellers immediately sold all 1250 copies that had been printed. Trying to avoid controversy, Darwin had avoided making any claims for the origin and particular species, such as Homo sapiens. He did, however, in agreement with his grandfather's much earlier theory, write: -

"Probably all the organic beings which have ever lived on this earth have descended from someone primordial form, into which life was first breathed."

****Quote****

- **"If everyone were caste in the same mould, there would be no such thing as beauty."**

(9) Isaac Newton



- **Born:** - January 4, 1643, Woolsthorpe, Lincolnshire, England.
- **Died:** - March 31, 1727, Kensington, Middlesex, England.
- **Personality:** - Physicist, Mathematician, Astronomer, Alchemist.

From the age of about twelve until he was seventeen, Newton was educated at the **King's School, Grantham** which taught Latin and Greek grammar but no mathematics. He never did particularly well in school, and when put in charge of running the family farm by his mother in October 1659, he **failed** miserably in farming. Henry Strokes, a master at the King's School, persuaded his mother to send him back to school so that he might complete his education. Motivated partly by a desire for revenge against a schoolyard bully, he became the top-ranked student, distinguishing himself mainly by building **sundials** and **models of windmills**.

In June 1661, he was admitted to **Trinity College, Cambridge**, on the recommendation of his uncle Rev William Ayscough. He started as a subsidizer- paying his way by performing valet's duties- until he was awarded a scholarship in 1664. At that time, the college's teaching was based on those of **Aristotle**, whom Newton was supplemented with modern philosophers such as **Descartes**, and astronomer such as **Galileo** and **Thomas Street**, through whom he learned of **Kepler's** work. He set down in his notebook a series of '**Questions**' about mechanical philosophy as he found it. In 1665, he discovers the generalized **binomial theorem** and began to develop his mathematical theory that later became **calculus**. Soon after Newton had obtained his **B A degree** in August 1665, the Cambridge University temporarily closed for two years as a precaution against the **Great Plague**. Although he had been undistinguished as a Cambridge student, Newton's private studies at his home in Woolsthorpe over the subsequent

two years saw the development of his theories on **calculus, optics, and the law of gravitation.**

In April 1667, he returned to Cambridge and in October he was elected as a fellow of Trinity. His studies had impressed the **Lucasian Professor, Isaac Barrow**, who was more anxious to develop his own religious and administrative potential, and in 1669, Newton succeeded him, only one year after he received his **M.A degree.** He was elected a **Fellow of Royal Society (FRS) in 1672.**

Newton's first major scientific achievement was the invention, design, and construction of a **reflecting telescope.** This was a real advance in telescope technology, and ensured his election to membership in the Royal Society.

Meanwhile, in the coffeehouse London, **Hooke, Edmund Halley, Christopher Wren** struggled unsuccessfully with the problem of planetary motion. Finally, in August 1684, Halley paid a legendary visit to Newton in Cambridge, hoping for an answer to his riddle: - What type of curve does a planet describe in its orbit around the sun, assuming an inverse square law of attraction? When Halley posed the question, Newton's ready response was '**an ellipse**'. When asked how he knew it was an ellipse, Newton replied that he had already calculated it. After further discussion, he promised to send Halley a fresh calculation forthwith. In partial fulfillment of his promise Newton produced his *De Motu* in 1684. From that seed, after nearly two years of intense labor, in 1686, the **Philosophiae Naturalis Principia Mathematica** appeared. Arguably, it is the most important book published in the history of science. After publishing *Principia*, Newton became a public figure. Although his creative years had passed, Newton continued to exercise a profound influence on the development of science.

****Quote****

➤ **“What we know is a drop. What we don't know is an ocean.”**

(10) Orville and Wilbur Wright (Wright Brothers)



- **Orville:** - (August 19, 1871 – January 30, 1948), Ohio, U.S
- **Wilbur:** - (April 16, 1867 – May 30, 1912), Indiana, U.S
 - **Known for:** - Invention of **Airplane**.

Both brothers attended high school, but did not receive diplomas. The family's abrupt move in 1884 from Indiana to Ohio prevented Wilbur from receiving a diploma after finishing four years of high school. The diploma was awarded to Wilbur on April 16, 1994, on his 127th birthday.

In late 1885, Wilbur was struck in the face with a hockey stick while playing an ice-skating game with friends, resulting in the loss of his front teeth. He lost all his ambitions, dropped his plan to attend **Yale University** and stayed at home to care for his ailing mother. For the next three years Wilbur continued his education informally through reading in his father's large library.

In 1889, Orville dropped out of high school after his junior year to start a **printing business**, having designed and built his own printing press with Wilbur's help. Wilbur joined the print shop, and in March the brothers launched a weekly **newspaper, the West Side News**. Subsequent issues Orville as publisher and Wilbur as editor on the masthead. In April 1890, they converted the newspaper to a daily, **The Evening Item**, but it lasted only four months. They focused on commercial printing afterward.

Capitalizing on the national bicycle craze, in December 1882, the brothers opened a repair and sales shop (Wright Cycle Exchange, later the **Wright Cycle Company**) and in 1896 began manufacturing their own brand. They used this endeavor to fund their growing interest in **flight**. 1896 brought three important aeronautical events. In May, **Smithsonian Institute's** secretary **Samuel Langley** successfully flew an unmanned steam

powered fixed-wing model aircraft. In mid-year, **Chicago Engineer** of aviation authority **Octave Chanute** brought together several men who tested various types of gliders over the sand dunes along the shore of **Michigan**. In August, **Lilienthal** was killed in the plunge of his **glider**. These events lodged in the consciousness of the brothers.

On May 1899, Wilbur wrote a letter to Smithsonian Institute requesting information and publication about aeronautics. Drawing on the work of **Sir George Caley, Chanute, Lilienthal, Leonardo da Vinci, and Langley**, they began their mechanical aeronautical experimentation that year.

On the basis of observation, Wilbur concluded that **birds** changed the angle of the ends of their wings to make their body roll right or left. The brothers decided this would also be a good way for a flying machine to turn- to '**bank**' or '**lean**' into the turn just like a bird- and just like a person riding a bicycle, an experience with which they were thoroughly familiar. Equally important, they hoped this method would enable recovery when the wind tilted the machine to one side. They puzzled over how to achieve the same effect with man-made wings and eventually discovered **wing-warping** when Wilbur idly twisted a long inner-tube box at the bicycle shop.

In July 1899, Wilbur puts wing-warping to the test by building and flying a biplane kite with a 5 foot wingspan. When the wings were warped, or twisted, one end of the wings produced more lift and other endless lift. The unequal lift made the wings tilt or bank. The warping was controlled by four cords attached to the kite.

In 1900, the brothers went to **Kitty Hawk, North Carolina**, to begin their manned gliding experiments. In the first test, probably on October 3, 1900, Wilbur was aboard while the glide flew as a kite not far above the ground (30m high) with men below holding ropes.

In 1901, hoping to improve lift, they built glider with the much larger wing area and made dozens of flights in July to August for a distance of 15 to 122m.

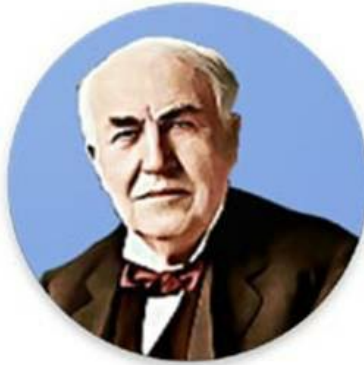
With their new method, the Wright brothers achieved true control in turns for the first time on October 8, 1902, a major milestone. From September 19 to October 24 they made between 700 to 1000 glides, the longest lasting 26 seconds and covering 189.7m. Hundreds of well-controlled glides after they made rubber steerable convinced them they were ready to build a powered flying machine.

Thus did three-axis control evolve: - **wing-warping for roll (lateral motion), forward elevator for pitch (up and down), and rear rudder for yaw (side to side)**. On March 23, 1903, Wright brother applied for their famous patent for a '**Flying Machine**', based on their successful 1902 gliders. Some aviation historians believed that applying the three-axis flight control on the 1902 glider was more significant than the addition of power to the 1903 flyer. Peter Jakob of the Smithsonian Institute asserts that perfection of the 1902 glider essentially represents invention of the airplane.

****Quotes****

- **“It is possible to fly without motors, but not without knowledge and skill.”**
- **“The airplane stays up because it doesn't have the time to fall.”**

(11)Thomas Edison



- **Born:** - February 11, 1847, Milan, Ohio, U.S
- **Died:** - October 18, 1931, West Orange, New Jersey, U.S
- **Personality:** - Inventor.

Thomas Alva Edison attended public school in Huron, Michigan, in 1854, for just about 12 weeks. A hyperactive child, prone to distraction, he was deemed **“difficult”** by the teacher. His mother quickly pulled him from school and taught him at home. At the age of 11, he showed a voracious appetite for knowledge, reading books on a wide range of subjects. In this wide-open curriculum Edison developed a process for self-education and learning independently that would serve him throughout his life.

At the age of 12, Edison set out to put much of that education to work. He convinced his parents to let him **sell newspaper** to passengers along the Grand Truck Railroad line. Exploiting his access to the news bulletins teletypes to the station office each day, Edison began publishing his own small newspaper, called **the Grand Truck Herald**. In addition to selling newspaper, he **set up a small laboratory** and conducted **chemical experiments** in one of the baggage cars of the train. Unfortunately, one experiment went wrong and resulted in the car catching fire. This temporarily ended his pursuit.

While Edison worked for the railroad, a near-tragic event turned fortuitous for the young man. After Edison saved a 3-years old child from being run over by an errant train, the child’s grateful father rewarded him by teaching to operate a telegraph. By age 15, he had learned enough to be employed as a telegraph operator.

In 1866, at age 19, Edison moved to **Louisville, Kentucky**, working for the Associated Press. The night shift allowed him to spend most of his time

reading and experimenting. In 1868, Edison returned home to find his beloved mother was falling into mental illness and his father was out of work. The family was almost destitute. Edison realized he needed to take control of his future. Upon the suggestion of a friend, he ventured to Boston, landing a job for the **Western Union Company**. At that time, Boston was America's center for science and culture, and Edison revealed in it. In his spare time, he designed and patented an **electronic voting recorder** for quickly tallying votes in the legislature.

In 1869, Edison moved to New York, where he began his career as an inventor. One of his earliest inventions was a stock ticker. Impressed by working of the machine, **Gold and Stock Telegraph Company** offered him \$ 40,000 for the rights.

He then relocated to **Newark, New Jersey**, where he set up a small laboratory and employed machinist. The decade of 1870th was devoted to conducting experiments on the **telephone, phonograph, electric railway, iron ore separator, electric lighting etc.**

He expanded his operation and moved to **Menlo Park, New Jersey**. The one invention that brought him his first round of fame and catapulted his status to greater height was the phonograph invented in 1877.

The financial gain of \$ 100,000 from selling the rights of quad-duplex telegraph to the **Western Union Company** not only helped him to achieve his monetary success, but assisted him in setting up the laboratory of Menlo Park for achieving greater technological advancements and innovation.

In 1877, he invented a carbon microphone used in telephone; radio broadcasting and public address works.

Moving further, he worked on **electric bulb**, which had been the object of study of various inventors earlier. He is credited with inventing the **first commercially practical incandescent light, devoid of all the flaws that the earlier invented bulbs possessed.**

In 1878, he formed the **Edison Electric Light Company** in New York City. The following year, he demonstrated his **incandescent light bulb** for the first time. The first commercial application of the **bulb** was in **Columbia**, the new streamer of the Oregon Railroad and Navigation Company.

In 1880, after attaining the patent for the light bulb, he founded the **Edison Illuminating Company**, with a motive of delivering electricity to

provide power and light the cities of the world.

The company's first investor owned electric utility was set up at **Pearl Street Station**. The unit was involved with generating 110 volts direct current to 59 customers. In 1883, Roselle, New Jersey, witnessed the first standardized incandescent electric lighting system employing overhead wires.

By 1887, there were about 121 power stations established in the U.S that delivered electricity to customers. The other inventions that he worked upon during this time were **fluoroscopy, two-way telegraph, kinetoscope, and so on**.

He then initiated an industrial research laboratory in **West Orange, New Jersey**, which formed the base of the primary research laboratory for the Edison Lighting Company.

It was at laboratory in West Orange that he worked on the development of the lighting technology, **perfected the phonograph**, developed **motion picture camera** and established the **alkaline storage battery**.

At the turn of the century, he soon transferred himself from being an inventor to an industrialist and a business manager. The key work that he indulged in during this time was developing a suitable **storage battery** that could power an electric car.

The first self-starter battery was for **Model T** for Henry Ford, a friend and admirer. The invention was a grand success and was extensively used until decades later by the automobile companies.

He was made the head of the **Naval Consulting Board** during **World War I**. He indulged in projects that basically designed defensive weapons, such as **submarine detector** and **gun location techniques**.

His last patent, which was his 1093rd U.S patent, was an apparatus for holding objects during the electroplating process.

He is credited with 1093 U.S patents and is accredited with numerous inventions that contributed greatly in mass communications and telecommunications. Among his long list of discoveries, the most notable one was stock ticker, phonograph, first practical bulb, motion picture camera, mechanical vote recorder and a battery for an electric car.

****Quotes****

- **“I have not failed. I have just found 10,000 ways that won’t work.”**
- **“Our greatest weakness lies in giving up. The most certain way to success is always to try just one more time.”**

(12)Robert Hutching Goddard



- **Born:** - October 5, 1882, Worcester, Massachusetts, U.S
- **Died:** - August 10, 1945, Baltimore, Maryland, U.S
- **Known for:** - Inventor of **first liquid-fuel rocket**.

Robert Goddard received his early education in the **Boston** area, where his father had been working, and had not done well in **algebra** during his first year in High School. When the family moved back to Worcester in 1898, his experience with Cherry Trees on October 1899 when he imagined a device that might ascend to Mars, the experience suddenly made his life purposeful to him. His experience in the Cherry Trees compelled him to excel in Mathematics and Physics at **South High School**. Because of his own illness, Goddard graduated from South High School until 1904, when he was 21. He went on to earn a **Bachelor's degree in General Science**, with a concentration in **physics**, from **Worcester Polytechnic Institute** in 1908, and **Master's degree** from **Clark University** in 1910. By 1909, Goddard had already begun **teaching physics** at **Worcester Polytechnic** and shortly after receiving **Doctorate** from **Clark University** in 1911, he became an honorary fellow in physics there. He was promoted to **assistant professor at Clark University** in 1915, and later **head of Clark's physics department, Director of physical laboratory** and obtaining the rank of **full professor** in 1934.

Goddard apparently did not begin serious work on rocket development until early 1909, while a student at Clark University. He had, by 1914, obtained a patent for **two-stage powder rocket**. Until 1916, Goddard had conducted these experiments using the meager funds and facilities provided by Clark University, as well as money from his own pocket.

Robert Goddard's department head at Clark prodded him into publishing the results of his **solid-propellant** rocket research in a paper

entitled- **“A Method of Reaching Extreme Altitude”**, which appeared in the **Smithsonian Miscellaneous Collections.**” In it, Goddard not only explained the experiments he had conducted, but laid the foundations for much of the early theory of modern rocketry. While devoted primarily to the solid propellants he had used in his research, the paper did not mention the greater efficiencies of propellants such as **hydrogen** and **oxygen** used in their liquid states.

The reaction to this paper was shaped by a Smithsonian Press release emphasizing a point, Goddard had not intended as the focus of the work. It suggested the possibility of using a small quantity of flash powder in a rocket to send the dark side of the moon; it could be viewed from the earth through telescope, thereby proving the extreme altitude had been reached. The press played the idea of a moon rocket, and Goddard was **embarrassed** by the publicity. His inclination against publicizing his work until rockets were actually capable of reaching such altitude was reinforced. Nevertheless, he persisted in his rocket development in native Massachusetts for the next decade. Frustrated at the problems he encountered in using solid propellants, he switched to **liquid-propellant** in 1921; though it was not until March 16, 1926- almost **ten years after** his initial proposal to the Smithsonian- **he launched the world’s first liquid-propellant rocket from a hill in Auburn, Massachusetts.** Since it was an important event in the history of rocketry, it was a turning point. The small rocket only rose **41 feet (12.5m)**- for short of the altitudes he sought to reach- but it represented a significant beginning to the age of rocket flight, comparable, perhaps, to the Wright Brothers contributions to aviation.

Despite the technical achievement, however, Goddard’s career remained somewhat flawed by his **failure** to reach the extreme altitude he sought, and by his secretive nature and consequent failure to communicate most of the details of his research to other **scientists and engineers.** In 1936, he did publish another paper entitled **“Liquid-Propellant Rocket development.”** Some of 17 pages in his published paper made available to other **scientists and engineers** engaged in rocket development. While some of them were inspired Goddard’s example, for the most part they had to develop their own counterparts to his innovations without the benefit of a detailed knowledge of his pioneering inventions.

Despite failing, Goddard was a remarkable figure in the history of rocket

development. Of the many streets, buildings, and awards named in his honor, perhaps the most significant in **NASA's Goddard Space Flight Centre, dedicated on March 16, 1961, - the 35th anniversary of the first flight of a liquid propellant rocket.** On that occasion, **Mrs. Goddard accepted a Congressional Gold Medal** presented posthumously to him. Clark University named its new library as **Goddard Library.** Since 1958, the **National Space Club in Washington DC** had awarded a **Goddard Memorial Trophy** for achievement in missile, rocketry, and space flight.

****Quotes****

- **“The dreams of yesterday are the hope of today and the reality of tomorrow.”**
- **“It is not simple matter to differentiate unsuccessful from successful experiments, most work that is finally successful is the result of a series of unsuccessful tests in which difficulties are gradually eliminated.”**
- **“No matter how much progress one makes, there is always the thrill of beginning.”**

(13)Louis Pasteur



- **Born:** - December 27, 1822, Dole, France.
- **Died:** - September 28, 1895, Marnes-la-Coquette, France.
- **Known as:** - Chemist, Microbiologist.

At the age of 9, he was admitted to the local primary school where he was known as an average student with a talent for **drawing and painting**. At age 16, Pasteur travels to **Paris** to continue his education, but returned home after becoming very homesick. He entered the college **Royal de Besancon** in 1839 where he earned a **Bachelor of Arts degree** in 1840. He stayed to study **mathematics**, but **failed** his final examinations. Then he moved to **Dijon** to finish his **Bachelor of Science** degree in 1842. Same year in 1842, he applied to the **Ecole Normale in Paris** for **Master of Science**, but he **failed the entrance exam**. He re-applied and admitted at the Ecole Normale in Paris in 1843 and received his Master of Science degree in 1845 and also acquired an **Advanced Degree in Physical Sciences**. He later earned his **Doctorate in Sciences** in 1847.

In 1848, he was appointed as professor of **physics** at the **Dijon Lycee**. However, he quit the job to become a professor of **chemistry** at the **University of Strasbourg** in the same year. He became the **Dean of the new Faculty of Sciences** at **Lille University** in 1854 where he began his studies on **fermentation**. In 1857, he selected to be the **Director of Scientific Studies** at the **Ecole Normale** where he served till 1867.

His research in fermentation showed that the growth of micro-organism was responsible for spoiling beverages, such as **beer, wine, milk**. He went on to invent a process in which the beverages were heated to a temperature between 60 and 100 Degree Celsius which killed most bacteria already present within them. He patented the method, which became to be known

as **pasteurization** in 1865.

His first important work in the field of **vaccination** came in 1879 while studying a disease called **chicken cholera**. He accidentally exposed some chickens in the attenuated form of a culture of the disease causing virus, and observed that they became resistant to the actual virus. This formed the foundation for his further studies in the field.

In 19th century, **rabies** was a much dreaded disease, and Pasteur with his colleagues began working on a vaccine. They experimented on infected rabbits and developed a vaccine that they tested on 50 dogs. But the vaccine was yet to be tested on a human being. Pasteur, in spite not being a licensed medical practitioner took a chance and administered the vaccine to a young boy who was bitten by a rabid dog in 1885. The boy did not develop any symptom of the disease even after three months and Pasteur was hailed a hero.

In 1887, he established the **Pasteur Institute** and served as the director for the rest of his life. A year after its inauguration, the Institute started the first course of **microbiology** ever taught in the world, then titled '**Cours de Microbe Technique**' (course of microbe research techniques).

****Quote****

- **“Science knows no country, because knowledge belongs to humanity, and is the torch which illuminates the world.”**

(14)Steve Jobs



- **Full Name:** - Steven Paul Jobs
- **Born:** - February 24, 1955, San Francisco, California, U.S
- **Died:** - October 5, 2011, Palo Alto, California, U.S
- **Known for:** - Co-founder of **Apple Inc.**, Founder of **NeXT**.

In 1961, Jobs' family moved from **San Francisco** to **Mountain View, California**. This area just south of the **Palo Alto, California**, was becoming a **center of electronics**. At that time people started to refer to this area as '**Silicon Valley**'. This is because a substance called **Silicon** is used in the manufacturing of electronics parts.

Jobs' youth was riddled with formal schooling. At **Monta Loma Elementary School** in **Mountain View**, he was a prankster whose fourth-grade teacher, **Mrs. Imogene Hill** offered Jobs a great bargain: If he could finish a math workbook on his own and get at least 80% right, she would give him 5 dollars and a giant lollipop. He took the challenge. His admiration and respect for Mrs. Imogene Hill then grew so great that he didn't need any bribes anymore to do well in his studies. His teacher wanted him to skip the next two years in grade school and go straight to Junior High to learn a foreign language but his parents very wisely wouldn't let it happen. Jobs skipped the **fifth grade** and transferred to the **sixth grade** at **Crittenden Middle School** in **Mountain View**, where he became a socially awkward and loner. Jobs gave his parents an ultimatum: they had to either take him out of Crittenden Middle School or he would drop out of school.

Thus, in 1967, Jobs family moved to a three-bedroom home on **Crist Drive** in **Los Altos, California**, where Jobs attended **Cupertino Junior High School, Cupertino, California**. **Bill Fernandez**, a fellow electronics hobbyist who was in the same grade at Cupertino Junior High School, was his first

friend after the move. Fernandez eventually introduced Jobs to 18-years-old electronic whiz and a **Homestead High School** alumnus **Steve Wozniak**, who lived across the street from Fernandez.

The zoning location of the Los Altos home meant that Jobs would be able to attend **Homestead High School** in **Silicon Valley**. He began his first year at Homestead in late 1968 along with Fernandez.

While in high school, Jobs attended lectures at the **Hewlett-Packard (HP)** plant. On one occasion he boldly asked **William Hewlett, the president**, for some parts he needed to complete a class project. Hewlett was so impressed and he gave Jobs the parts, and offered him a summer internship at Hewlett Packard.

After graduating from Homestead High School in 1972, he attended **Reed College** in **Portland, Oregon**, but dropped out of the same due to financial issues in first semester, and pursues creative classes including a course in **calligraphy**.

Steve Jobs first move professionally was that of a technician at **Atari Inc.**, in **Los Gatos, California** in 1973.

In mid-1974, Steve Jobs travelled to **India** to visit **Neem Karoli Baba** at his **Kainchi Ashram** for spiritual enlightenment. After staying for seven months, he returned to Atari Inc. to create a circuit board for the **Arcade Video Game**. Along with **Steve Wozniak**, he developed a circuit board, eliminating about 46 chips from the machine thereby making the same compact. Next development was the **digital 'blue box'** which allowed free long-distance calls. It was the positive response of the blue box that instilled in him the need to make it big in electronics.

In 1976, along with Wozniak, Steve Jobs founded '**Apple Computer Company**'. Initially, the company mainly aimed at selling circuit boards. In the same year, Wozniak invented **Apple-I Computer**.

In 1977, Jobs and Wozniak introduced the **Apple-II Computer**. It was the first consumer product sold by Apple Computer Company and was one of the first highly successful mass-produced microcomputer products; it was designed primarily by Steve Wozniak.

In 1985, difference of opinion between Steve Jobs and the company's **CEO John Sculley** lead to Jobs resigning from his own founded company. In the same year, Steve Jobs founded **NeXT Inc.** The company was famous for its technical strengths specially its **object-oriented software development**

system.

“NeXT” was not, however, the end of Steve Jobs. In 1986, Jobs purchased a small company called **Pixar** from filmmaker **George Lucas**. Pixar specialized in computer animation. **‘Toy Story’** a huge box office hit was the first animation film that was released after the acquirement. Pixar later in 2005, with **Disney’s** purchase of Pixar, Steve Jobs became the largest shareholder of **Walt Disney Company** with approximately 7% of the company’s stock; he served as one of the board members in the company.

In December of 1996, **Apple Company** purchased **NeXT software for over \$400 million**. Steve Jobs returned to Apple Company as a part-time consultant to the **CEO**.

In September 1997, Steve Jobs was named **interim CEO** of Apple. In November 1997, Jobs announced Apple would sell computers directly to users over the internet and by telephone. The Apple Store became a runaway success. Within a week it was the third-largest ecommerce site on the internet.

In 1998 Jobs announced the release of the **iMac**, which featured, powerful computing at an affordable price. The **iBook** was unveiled in July 1999.

In 2000, Steve Jobs announced that he was becoming the permanent **CEO of Apple**.

In 2001, the company entered into the world of music with the introduction of **iPod, iTunes digital music software** and **iTunes Store**. The device was an instant hit and enhanced the sales and reputation of the company. The first generation of iPod gave way to receive consumer-friendly devices such as **iPod classic, iPod Nano, iPod Touch** and **iPod Shuffle**.

In 2007, he entered into cellular phone business with the launch of the **iPhone**. With its multi touch display, own mobile browser, inbuilt iPod, the iPhone revolutionized the way the world looked towards a cellular device. In the same year he worked on the iPhone to come up with improved versions.

In 2008, the iPhone 3G was released in three chief features: support for GPS, 3G data and tri-band UMTS/HSDPA; in 2009, iPhone 3Gs was launched.

In 2010, he launched iPhone 4, which was a sleeker model than its successors and included enhanced features like 5 Megapixel Camera, secondary front facing camera with 4G capabilities.

In 2011, iPhone 4S was released which included **Siri**, a virtual assistant that is capable of voice recognition. In the same year, he **resigned as the CEO of Apple but continue to serve as the Chairman of the company's board.**

Steve Jobs died at his **Palo Alto, California** home on October 5, 2011, because of complications from a **relapse** of his previously treated islet-cell neuroendocrine **pancreatic cancer**, resulting in **respiratory arrest**. Steve's final words were: **"OH WOW. OH WOW. OH WOW."**

He had no University Education, but he had ambition to innovate something. His innovation becomes the world's top brand name **Apple Inc.**

****Quotes****

- **"Do not care about what people think of you. It will not change anything in your life."**
- **"The only way to do great work is to love what you do."**
- **"Sometimes life hits you in the head with brick. Don't lose faith."**
- **"If I try my best and fail, well, I have tried my best."**
- **"Sometimes when you innovate, you make mistakes. It is best to admit them quickly, and get on with improving your other innovations."**

(15)Bill Gates



- **Full Name:** - William Henry Gates -III
- **Born:** - October 28, 1955, Seattle, Washington, U.S
- **Occupation:** - Former Chairman and CEO of **Microsoft**.

Bill Gates was a voracious reader as a child, spending many hours poring over reference books such as the encyclopedia. Around the age of 12, Bill's parents began to have concerns about his behavior. He was doing well in school, but he seems bored and withdrawn at times, and his parents worried he might become a loner. Though Bill's parents were strong believers in public education, when Bill turned 13, they enrolled him at **Seattle's Lakeside School, a private preparatory school**. While at Lakeside School, while he was in the **eighth standard**, the **Mothers Club** at the school used proceeds from the Lakeside School's rummage sale to buy a **Teletype Model 33 ASR terminal** and a **period of computer time** on a **General Electric (GE) Computer** for the school's students. Bill Gates took an interest in programming the GE system in **BASIC**. He wrote his first computer program **tic-tac-toe** on this machine that allowed users to play against the computer.

It was at Lakeside School; Bill Gates met with **Paul Allen**, who was two years senior. The two became friends, bonding over common enthusiasm for computer, even though they were very different people. At the age of 17, Bill Gates went into business with his friend Paul Allen. They developed "**Traf-O-Data**", a computer program that monitored traffic pattern in Seattle, based on the **Intel 8008 processor**, and earned **\$20,000** for their efforts. Gates and Allen wanted to start their own company, but Gates parents wanted him to finish school and go on to college where they hoped he would work to become a **lawyer**. Bill Gates graduated high school from

Lakeside School in 1973. He scored 1590 out of 1600 on the college **SAT test**, a deed of intellectual achievement that for several years he credited about when introducing himself to new people.

Bill Gates enrolled at **Harvard University** in the fall, originally thinking of a career in **law**. But his freshman year saw him spend more of his time in the computer lab than in class. Gates did not really have a study regimen. Instead, he could get by on a few hours of sleep, cram for a test, and **pass with a reasonable grade**.

Gates remained in contact with Paul Allen, who, after attending Washington State University for the two years, dropped out and moved to Boston, Massachusetts, to work for Honeywell. Around this time, Allen showed Gates an edition of the **Popular Electronics Magazine** featuring an article on the **Altair 8800 Mini-Computer kit**. Both boys were fascinated with the possibilities that this computer could create in the world of personal computing. The Altair was made by a small company in **Albuquerque, New Mexico**, called **Micro Instrumentation and Telemetry System (MITS)**. Gates and Allen contacted the company, proclaiming that they were working on a **BASIC Software Program** that would run the Altair Computer. In reality, they did not have an Altair to work with or code to run it, but they wanted to know if MITS was interested in someone developing such software. **MITS president Ed Robert** asked the boys for demonstration. Gates and Allen scrambled, spending the next two months writing the software in **Harvard's computer lab**. The software worked perfectly. Allen was hired at MITS, and **Gates soon left Harvard** to work with him, although his parents dismayed.

In November 1975, Gates and Allen formed a partnership they called **MicroSoft**, a blend of “**micro-computer**” and “**software**”, and had their first office located in **Albuquerque, New Mexico**. Within a year, the hyphen was dropped, and on November 26, 1976, trade name “**Microsoft**” was registered with the Office of the Secretary of the State of New Mexico. Though their BASIC software for the Altair computer earned the company fee and royalties, it was not meeting their overhead. Microsoft's Altair BASIC was popular with computer hobbyists, who obtained pre-market copies and were reproducing and distributing them for free. According to the Gates later account, only about 10 percent of the people using BASIC in Altair computer had actually paid for it.

In late 1977, Ed Robert sold MITS to another computer company and went back to Georgia to enter medical school and become a country doctor. Gates and Allen had to sue the new owner of MITS to retain the software rights they had developed for Altair.

Microsoft wrote software in different formats for other companies, and in January 1979, Gates moved the company's operations from Albuquerque to its new home in **Bellevue, Washington**, just east of **Seattle**. All 25 employees of the young company had broad responsibilities for all aspects of operation, product development, business development and marketing. With his acumen for software development and a keen business sense, Gates placed himself as the head of Microsoft, which grossed approximately \$2.5 million in 1979 when Gates was only 23 years old.

In November 1980, International Business Machine (**IBM**) was looking for software that would operate their upcoming Personal Computer (PC) and approached Microsoft. Gates did look very young, but impressed IBM. Microsoft writes the BASIC interpreter for IBM's personal computer, the IBM PC. Microsoft created the **PC DOS** operating system which they delivered to IBM in exchange for a one-time fee of \$ 50,000. Doing this, Microsoft allowed license software they called **MS-DOS** to any other PC manufacturer, means other computer companies clone the IBM PC, which they soon did. Microsoft also released software called **Softcard**, which allowed Microsoft BASIC to operate on **Apple-II machines**.

Soon Microsoft's operating systems became very popular and the company introduced an operating environment named **Windows** on November 20, 1985, as a graphical operating system shell for MS-DOS. Over the following years Windows came to dominate the world's personal computer market, acquiring over 90% market share. The company saw financial success, and being the company's largest shareholder, Bill Gates amassed a great fortune.

Microsoft introduced **Microsoft Office** in 1989. The package integrated several applications like **Microsoft Word** and **Excel** into one system that was compatible with all Microsoft products. The success of MS Office gave Microsoft a virtual monopoly on operating systems for PCs.

In the mid of 1990, when the use of the internet spread throughout the globe at an alarming speed, Gates focused on the development of consumer and enterprise software solutions for the internet. **Windows CE** operating

system platform and the **Microsoft Network** were among the innovative solutions developed during this time.

In February 2014, Gates announced that he would be stepping down as Chairman of Microsoft in order to move into a new technology advisor. In addition to Gates transition, it was reported that longtime Microsoft CEO **Steve Ballmer** would be replaced by 46-years old **Satya Nadella**.

These days, Gates continues to devote much of his time and energy to the work of **Bill and Melinda Gates Foundation**. The organization tackles international and domestic issues, such as **health and education**. One aspect of its work in the United States is helping students become college ready. In 2015, Gates spoke out in favor of National Common Core Standard in grades K through 12 and Charter Schools.

His all time favorite business book is "**Business Adventure**" by **John Brooks**, published in 1969.

****Quotes****

- **"If you born poor it's not your mistake, but if you die poor it's your mistake."**
- **"I will always choose a lazy person to do a difficult job. Because, he will find an easy way to do it."**
- **"If you give people tools, and they use their natural abilities and their curiosity, they will develop things in ways that will surprise you very much beyond what you might have expected."**

(16)Mark Zuckerberg



- **Full Name:** - Mark Eliot Zuckerberg
- **Born:** - May 14, 1984, White Plains, New York, U.S
- **Known for:** - Co-founder and CEO of **Facebook**.

Mark Zuckerberg got interested in programming yet in elementary school. When he was 10 years old his father (a dentist) got his first PC Quantex 486 DX. He was taught **Atari BASIC programming** by his father and when Mark was about 12, he used Atari BASIC to create a messenger, which he called **"ZuckNet"**. It made all the computers connected to each other and allowed to transfer messages between the house and dental office. His father installed the messenger on his computer in his dental office and the receptionist could inform him when a new patient arrived. Mark also enjoyed developing games and communication tools and as he said he was doing it just for fun.

Mark Zuckerberg studied at **Philips Exeter Academy, an exclusive preparatory school in New Hampshire**. There he showed an interest in fencing, becoming the captain of the school's team. He also excelled in literature, earning a diploma in classics. Yet Zuckerberg remained fascinated by computers, and continued to work on developing new programs. While still in **high school**, he created an early version of music software **Pandora**, which he called **Synapse**. Several companies including **AOL** and **Microsoft** expressed an interest in buying the software, and hiring the teenager before graduation. He declined the offers.

In 2002, after graduating from Philips Exeter Academy, Zuckerberg entered **Harvard University**. By his second year at the Ivy League, he had gained a reputation as a software developer on campus. It was then he wrote a program **CourseMatch**, which helped students to choose their

subjects on the basis of lists from other users.

In 2003, once summer evening when Zuckerberg suffered from insomnia in the Harvard dormitory room, he got an idea to create a site called **FaceMash**. Mark decided to hack the database of Harvard, where the student uploaded their profile pictures. He quickly wrote a program that randomly selected two pictures of two random female students and put them next to each other, asking “**Who is hotter?**”, giving the option for voting. When the number of visitors exceeded the limit, the server clashed due to overload. Mark Zuckerberg appeared on the committee on computer hacking. Of course, nobody told Mark Zuckerberg “**Well done**” and he received a disciplinary action, and had noticed that such kind of things cause stormy interest in society.

On February 4, 2004, he registered the domain name **TheFacebook.com**, now known throughout the world as **Facebook.com**. However, it functioned within Harvard University. In mid-2004, Mark Zuckerberg **dropped Harvard University** and got their first office in **Palo Alto, California**.

By 2005, Facebook became accessible for all educational institutions and universities in USA. Zuckerberg still believed that his project is a **Social Network** for students, but the interest of users to Facebook grew exponentially. Then it was decided to make a registration available to **public**. And after this, a Facebook “Contagious” started.

6 days later, after launching the Facebook site, senior student **brothers Cameron** and **Tyler Winklevoss**, and **Divya Narendra** accused Mark Zuckerberg of stealing their idea. They claimed that, in 2003, they hired Zuckerberg to make the Social Network **HarvardConnection.com**. In the same year, Narendra and Winklevoss Brothers launched their own network renamed to **ConnectU** (previous name HarvardConnection.com).

The Winklevoss brothers and Divya Narendra filed a lawsuit against Mark Zuckerberg, but the court rejected their claim. They were persistent and filed another lawsuit. This time, the court examined the code sources to understand whether they were stolen. But the truth was not still clear. The examination results were not announced. In 2009, Zuckerberg agreed to pay **\$45 million to ConnectU** as part of court settlement. The case was closed. By the time ConnectU has less than 100,000 users, and Facebook boosted to 150 million users.

On May 17, 2011, Cameron and Tyler Winklevoss filed another lawsuit against the Facebook owner Mark Zuckerberg in the US Supreme Court.

Despite the lawsuits, criticism faced by Mark Zuckerberg, he was the real visionary of Social Media Network.

In January 2010, TIME magazine named Facebook's founder, CEO and 26-year old billionaire Mark Zuckerberg **the Person of the Year 2010**.

Also in 2010, Forbes magazine admitted Mark Zuckerberg as the youngest billionaire on its list to the state of \$ 4 billion.

On April 2012, Mark Zuckerberg acquired mobile photo sharing app **Instagram** for \$ 1 billion in cash and stock. Initially, it was an **iOS** application developed by **Mike Krieger** and **Kevin Systrom**. Now the Instagram app is available on Android OS as well.

On May 19, 2012, Mark Zuckerberg married his longtime girlfriend **Priscilla Chan** in Palo Alto, California.

In 2013, the turnover of Facebook Inc. reached \$ 7.87 billion, and by 2014, it rose to \$ 15 billion.

85% earnings of Facebook come from contextual ads on the pages of the social network. Rests of 15% are through affiliate marketing (deductions from purchases made through Facebook).

In October 2014, Mark Zuckerberg completed the purchase of **WhatsApp** for about \$ 21.8 billion. Facebook paid \$ 4.59 billion in cash and 177.8 million shares in the company. WhatsApp is an instant messaging application **founded by Jan Koum and Brian Acton in 2009**.

Forbes magazine in 2015 published 400 richest people in the United States, Mark Zuckerberg took 7th place with a net worth of \$ 40.3 billion.

On December 1, 2015, Mark Zuckerberg and Priscilla Chan announced the birth of their daughter, **Maxima Chan Zuckerberg**. "**Max, we love you and feel a great responsibility to live the world a better place for you and all children**", Zuckerberg and Chan wrote in a letter to their daughter.

The young couple also pledged to donate 99% of their Facebook shares-worth about \$ 45 billion- through the **Chan Zuckerberg Initiative** within their lifetime to promote **human potential, equality, and improving this world for the next generation**.

****Quotes****

- **“The biggest risk is not taking any risk. In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking any risks.”**
- **“If you just work on stuff that you like and you’re passionate about, you don’t have to have a master plan with how things will play out.”**

(17)Elon Musk



- **Full Name:** - Elon Reeve Musk
- **Born:** - June 28, 1971, Pretoria, Transvaal, South Africa
- **Occupation:** - Entrepreneur, Engineer, Inventor, Investor.

Elon Musk, at the age of 10, developed an early interest in computing with the **Commodore VIC-20**. He taught himself computer programming and at age 12, sold the code for a **BASIC**- based video game he created called **Blaster** to a magazine called **PC and Office Technology** for approximately \$ 500.

Elon Musk was initially educated at private school, attending the English-Speaking **Waterkloof House Preparatory School**. Musk later graduated from **Pretoria Boys High School** and move to **Canada** in June 1989.

At the age of 19, Musk was accepted into **Queen's University in Kingston, Ontario, Canada**, for undergraduate study. In 1992, after spending two years at Queen's University, he transferred to the **University of Pennsylvania**, where, at the age of 24, he received a **Bachelor of Science degree in Physics** from its **College of Art and Sciences**, and a **Bachelor of Science degree in Economics** from its **Wharton School of Business**.

In 1995, at the age of 24, Elon Musk moved to California to begin a **PhD** in **applied physics** at **Stanford University**, but left the program after two days to pursue his entrepreneurial aspirations in the area of **Internet, Renewable Energy** and **Outer Space**.

Same year, in 1995, Elon Musk and his brother **Kimble** started **Zip2**, a web software company, with US\$ 28,000 of their father's (Errol Musk) money. The company developed and marketed an internet "**City Guide**" for the newspaper publishing industry. Elon Musk contacts with **The New York**

Times and the **Chicago Tribune** and persuaded the board of directors to abandon plans for a merger with **CitySearch**. While at Zip2, Elon Musk wanted to become CEO; however, none of the board members would allow it. Later, **Compaq** acquired Zip2 for US\$ 307 million in cash and US\$ 34 million in stock options in February 1999. Elon Musk received 7% or US\$ 22 million from the sale.

In March 1999, Elon Musk co-founded **X.com**, an online financial services and email payment company, with US\$ 10 million. One year later, the company merged with **Confinity Inc.**, which had a money transfer service called **PayPal**. The merged company focused on the **PayPal Service** and was renamed PayPal in 2001. Elon Musk later ousted from his role as **CEO** due to disagreement with other company's leadership, notably over his desire to move **PayPal's Unix-Based Infrastructure** to **Microsoft Windows**.

In October 2002, PayPal was acquired by **eBay** for US\$ 1.5 billion in stock, of which Elon Musk received US\$ 165 million. Before its sale, Elon Musk, who was the company's largest shareholder, owned 11.7% of PayPal's shares.

This was a much simpler part of Elon Musk's life in which problems would begin to surface after the selling of PayPal.

Since his childhood, Elon Musk had dreamed of humans becoming an interplanetary species, and to fulfill this dream, he founded **Space Exploration Technologies Corporation** or **SpaceX**. SpaceX had the mission to make space travel possible, increase affordability of transporting goods to space, and colonization of other planets, particularly **Mars** as it is the most inhabitable planet after **Earth**.

In the beginning, SpaceX decided to send small payloads to the international space station using its **Falcon 1 Rocket**, and the first attempt was a **huge failure**. Elon Musk had to literally carry away the pieces of his first rocket because the rocket had blown midway into the air, and fallen.

SpaceX decided to make another attempt to send payloads to the international space station, but the second attempt was just as bad as the first. The most surprising fact was that even though SpaceX had been able to identify the problem they had been having, they still were not sure if what they were doing to fix those, would actually fix the rocket.

Meanwhile, Elon Musk was also interested in developing electric vehicles that would actually replace gasoline and diesel vehicles that we use.

He decided to invest in a company called **Tesla Motors**, and became one of the majority shareholders. Tesla decided to use a **Lotus Elise** for its chassis to develop a sports car which would be known as the **Tesla Roadster**.

Initially, the **Roadster** was a big success, with many celebrities supporting Tesla and buying the car as well, but the problem started soon. The car was facing electrical problems, and at the same time Tesla could not maintain production, according to the promises it had made to people. At one point the cost of manufacturing the car got higher than the price at which it had to be sold in the market, and Tesla had to raise the price of the car from \$ 110,000 to 130,000. Elon Musk also fired the original founders of the company because they were not able to maintain the level of productivity that Tesla demanded from its employees.

But the worst was yet to come in 2008, when the **recession hit global markets**, and Elon Musk was a victim as well. He had around two weeks of funds left for Tesla, and in his own words, "I never knew someone could be this close to a nervous breakdown". At the same time a **third attempt made by SpaceX with its Falcon 1 Rocket had failed as well**, and Elon Musk realizes that the next or **fourth attempt would be his last**.

Surprisingly, the **fourth attempt was successful**. SpaceX was also offered a contract with **NASA**, thus boosting its funds. Elon Musk had decided to go all in with Tesla, and persuaded investors to invest more for one last time in the company.

The inflow of funds changed everything for Elon Musk. SpaceX became very successful by reducing the cost of making a rocket to be sent into space by 75%. Elon Musk also started working on the **Tesla Model S**, an all-electric sedan, which would go on to become one of the most famous vehicles made by a US company since the **Ford Model T**, and also put Tesla in the front of auto industry along with giant like **BMW** and **Audi**.

SpaceX is now working on **reusable rocket** that can go into space, and instead of the fact that different phases of the rocket get destroyed, the phases now return and land on the safe location on earth. SpaceX intends to reduce the cost of sending rockets by this way as well, as the only cost that would be incurred when using a rocket again would be the cost of fuel that gets refilled.

Elon Musk is also the Chairman of **SolarCity**, a company founded by his two cousins, which provide solar panels on rental basis. This is better than

buying new solar panels for customer's home as the cost of the panels get distributed in the time period for which panels are being rented, and installation of these panels is also done by SolarCity.

Elon Musk enthusiast to save the environment and make us a species to travel in space, and all of these would be only because **he failed not only once**, but many times, and **still never give up**.

****Quotes****

- **"I think it is possible for ordinary people to choose to be extraordinary."**
- **"When I was in college, I wanted to be involved in things that would change the world. Now I am."**
- **"If something is important enough, should try, even if the possible outcome is failure."**

(18)Soichiro Honda



- **Born:** - November 16, 1906, Hamamatsu, Shizuoka, Japan.
- **Died:** - August 5, 1991, Tokyo, Japan.
- **Known for:** - Founder of **Honda Motor Co. Inc.**

Soichiro Honda spent his early childhood helping his father, **Gihei**, a **blacksmith**, with his bicycle repair business. His mother, **Mika** was a weaver.

In 1922, he graduated from **Futamata Senior Elementary School**. Honda has little interest in formal education and jumped at every opportunity he had to work with his true love: **machines**. Throughout his life, Honda had been thrilled by the first car that was ever seen in his village. Soichiro Honda once borrowed one of his father's bicycles to see a demonstration of an airplane made by pilot Art Smith, which cemented his love for machinery and inventions.

In 1922, at the age of 15, Soichiro Honda noticed a job ad in a newspaper: an assistant wanted to **Art Shokai Auto Repair Shop in Tokyo**. After that, he went straight to the capital of Japan Tokyo. He was accepted, but as the youngest employee, there was left only cleaning and preparing metals job for him. Despite this the owner of Art Shokai Auto Repair Shop allowed Soichiro Honda to help in the second workshop, where he was designing a racing car every night. During the earthquake in 1923, Soichiro drove out three cars from burning garage, but he had never sat behind the wheel. Soichiro Honda was assigned as an Assistant at Art Shokai; he helped the workshop proprietors **Sakakibara brothers** in designing a **Curtiss Race Car**. Soichiro was a riding mechanic in races and their team took **first place** at the **fifth Japan Motor Car Championship** on November 23, 1924.

In 1928, Art Shokai workshop became one of the most popular garages in Tokyo. **Yuzo Sakakibara** expanded his business by opening several new

branches in the province. One of them was led by 21 years old Soichiro Honda in the town of Hamamatsu (home town of Soichiro Honda). Since the memorable earthquake in Tokyo, Soichiro Honda has decided to create durable spare parts for vehicles. Soichiro Honda proposed to replace the wooden spokes to metal ones on the wheels and even received a patent for his invention. Art Shokai was very prosperous and brought considerable revenue. But it was not enough for Soichiro Honda. He tried to produce **piston rings**, investing all his savings in the research laboratory. But none of the directors of Art Shokai supported him.

Soichiro literally lived in workshop, developing piston rings. But it did not give any fruits. Soichiro Honda even handed over the jewels of his wife to the pawn shop. Only after that he admitted his incompetence in the foundry business and **changed the attitude toward education**. Until that time Soichiro Honda had considered **Science useless**. **“If the theory promoted creativity, then all teachers would have been the inventors”, Soichiro Honda was saying**. Then he decided to acquire a necessary knowledge in the **Technological School of Hamamatsu**. And all his spare time Soichiro Honda devoted to the racing car design.

In 1936, Soichiro Honda took part in the Japanese high speed rally in Tama River in the suburbs of Tokyo. His car raced at breakneck speed of 120 km/h. Soichiro Honda crashed into a suddenly stopped car at the finish. The car was lost forever. Soichiro's left arm was fractured, his shoulder was dislocated and face was damaged. He spent three months in a hospital. The road to the sport was closed forever for him.

Being at hospital, Soichiro Honda received a bad news. Out of **30,000 piston rings**, which he had produced and sent for the examination to the **Toyota Company**, only **50 were accepted** for consideration and **only 3 pieces** passed quality control tests. In addition, **Honda was dropped out of the college because he refused to take the examination: Soichiro Honda needed knowledge, but not a diploma**.

In 1937, Soichiro Honda founded the company **‘Tokai Seiki’** and started producing piston rings, production technology of which had been finally found.

In 1946, Soichiro Honda opened his own factory with a grandiloquent name- **“Honda Technology Research Institute”**, and became engaged in artisanal production of **Mopeds**. He fitted a tiny generator engine to a

bicycle, used rubber hot bottle as a fuel tank and filled it with fir oil. There was plenty of fir oil in the countryside of Japan in those times. Honda sold 1500 of these Mopeds, nickname **'choo-choo'** for their sound. Then Honda replaced the engine with a two-stroke engine of his own design. It was the first original Honda A-Type product Moped was developed in 1947. And after two years, in 1949, the Institute became the **'Honda Motor Company'**.

In 1949, the first model of a motorcycle with two-stroke engine Soichiro Honda called **'The Dream'**. Two years later he started the production of a model with four-stroke engine. And by 1958, when his model of **'Super Cub'** came to US; Honda has been already the largest Japanese manufacturer of motorcycle, **leaving behind not only 50 Japanese competitors but also 200 competitors from other countries.**

Honda's motorcycle business was rapidly gaining momentum. In 1961 the company was producing 100 thousand motorcycles per month and in 1968, the company was producing 1 million motorcycles per month. By the mid- 1980s, Soichiro Honda holds his hands 60% of the world market and by 1990s the company's production reached 30 million motorcycles a year.

In 1973, 'Honda Motor Co. Inc.' celebrated its 25th anniversary. During the board of directors meeting, dedicated to this event, Soichiro Honda declared that he was going to retire. The new president, as expected, was chosen from among the employees. The founding father was fond of saying that the company **thrives** when its former chief appears there as seldom as possible.

In the conquest of the automobile market, Honda made a bet on his favorite race cars.

In 1975, Soichiro took on the problem of exhaust gases. None of the world's automakers could not handle directly, and solved it by creating a catalytic converter. And only Honda was able to design the first engine with a lower pollution level. This environmentally friendly device he installed in a **Honda Civic Model** that was launched into production and quickly gained immense popularity.

At the beginning of 1980s 'Honda Motor Co. Inc.' was the third largest producer of car in Japan. And by the end of the decade, it was the third company in the world.

Before his death in 1991, Soichiro Honda's achievements were- 470

inventions and 150 patents, honorary doctorate at Michigan Technical University and Ohio State University, the highest honor of his country- **Japan's Blue Ribbon**, a multinational corporation with more than 100,000 workers: - all because, despite poverty, war, earthquakes, **he never give up.**

Soichiro Honda once said: - **“Many people dream of success. I believe that success can be achieved only through repeated failure and self-analysis. Success is only one percent of your work, and the rest bold overcoming of obstacles. If you are not afraid of them, success will come to you itself.”** Today's prosperity of Honda Motor Company Inc. proves the truth of its founder.

****Quotes****

- **“It wasn't necessary to be born a nobleman or rich to succeed in life.”**
- **“When you fail, you also learn how not to fail.”**
- **“We only have one future, and it will be made of our dreams, if we have the courage to challenge convention.”**
- **“Enjoying your work is essential. If your work becomes an expression of your own ideas, you will surely enjoy it.”**
- **“I don't regret thousands of times I came home with empty-handed, having lost my ammunition and bait. When the days get as gloomy as that, then you know you will soon find the treasure.”**

(19)Ferruccio Lamborghini



- **Full Name:** - Ferruccio Elio Arturo Lamborghini
 - **Born:** - April 28, 1916, Cento, Ferrara, Emilia-Romagna, Italy.
 - **Died:** - February 20, 1993, Perugia, Umbria, Italy.
 - **Occupation:** - Mechanic, Winemaker, Entrepreneur, Business Magnate.
- Ferruccio Lamborghini was born to a family of grape farmer. As a young man, Lamborghini was drawn more to farming machinery rather than the farming lifestyle itself. Following his interest in machines, Lamborghini studied at the **Fratelli Taddia Technical Institute** near **Bologna, Italy**.

In 1940, he was drafted into the **Italian Royal Air Force**, where he served as a **mechanic** in the Italian garrison on the **Island of Rhodes**, becoming the supervisor of the vehicle maintenance unit. Lamborghini was taken as a prisoner when Island fell to the **British** at the end of the **war in 1945**, and was not able to return home until the next year.

After one year of war, he returned to his hometown and started converting old surplus materials of war into much needed **tractors for the local farmer**. His tractor business started in a small garage, but the business got really successful and had to move into larger premises soon thereafter.

By the time, Ferruccio Lamborghini also modified a **Fiat Topolino** for himself and entered in **1948 Mille Miglia Competition**, unfortunately the car was wrecked in an accident.

By 1949, Ferruccio Lamborghini was able to start building tractors from scratch, without using any leftovers, the **Lamborghini Trattori Factory** was founded and tractor production soon grew even further. The Lamborghini tractors became known as the best in Italy and Ferruccio Lamborghini started organizing tractor-pulls in his hometown just to show the superiority of his machines.

The tractor business made him a very wealthy man, and he started another factory building **air-conditioning** and **central heating equipment**. This additional enterprise made Ferruccio Lamborghini even more money and soon he became one of the wealthiest men in Italy. But his love for fast cars became legendary as Ferruccio owned multiple exotic cars for his hobby, a **Mercedes SL300**, a **Jaguar**, a **Ferrari** and among others.

In 1962, Ferrari was already 64 years old company. It was around this time that Ferruccio Lamborghini went to tell **Enzo Ferrari (the owner then)** that the clutch on his car was unsatisfactory. Ferruccio had already owned several Ferrari's cars and might have remained a happy customer if Enzo had responded differently. But when Enzo dismissed his complaint and said- **"What does a tractor maker know about super-cars? Go back to the farm and leave the super-cars to me."** Ferruccio Lamborghini was insulted by Enzo.

Then Ferruccio Lamborghini decided to start his own **rival sports car company**, even hiring a former top Ferrari Engineer. Automobile Lamborghini was officially established in 1963 in **Sant'Agata Bolognese, Italy**, and the same year, debuted its first car, the **Lamborghini 350 GTV**, a two-seater coupe with a V12 engine. **Revenge in its beautiful form.**

Today Lamborghini car need not any introduction, it is one the most famous dream super-car in the world.

****Quotes****

- **"Look at what others are not doing with their products and perfecting it."**
- **"A normal chap, a man who likes creating things. A good worker in the morning, and a man who likes enjoying himself in the afternoon."**

(20)Ratan Tata



- **Full Name:** - Ratan Naval Tata
- **Born:** - 28 December 1937, Surat, Gujarat, India.
- **Occupation:** - Chairman of Tata Sons, Tata Group, Tata Trusts.

Ratan Naval Tata was the chairman of Tata Sons, the holding company of the Tata group, from 1991 till the retirement on December 28, 2012. He was also chairman of the major Tata companies, including Tata Motors, Tata Steel, Tata Consultancy Services, Tata Power, Tata Global Beverages, Tata Chemicals, Indian Hotels and Tata Televisions. During his tenure, the group's revenues grew manifold, totaling over \$ 100 billion in 2011-12.

Mr. Ratan Tata is also associated with various organizations in India and overseas. He is the chairman of two largest private-sector-promoted philanthropic trusts in India. He is a Member of Indian Prime Minister's Council of Trade and Industry. He is the president of the court of Indian Institute of Science and chairman of the Council of Management of the Tata Institute of Fundamental Research. He also serves on the board of trustees of Cornell University and the University of Southern Carolina. Mr. Tata serves on the board of directors of Alcoa, and is also on the International Advisory Boards of Mitsubishi Corporation, JP Morgan Chase, Rolls-Royce, Temasek Holdings and the Monetary Authority of Singapore.

Ratan Tata is the son of Naval Tata, who had been adopted from **J.N Petit Parsi Orphanage** by **Navajbai Tata (grandmother)**. He schooled in Mumbai, at the **Campion School** and later at the **Cathedral and John Cannon School** for secondary education. He did **BS in Architecture with Structural Engineering** from **Cornell University** in 1962 and the **Advanced Management Program** from **Harvard Business School** in 1975.

Ratan Tata was always interested in cars since his childhood days. He

started his career in the year 1960 in the Tata group. In the beginning, he worked as a general worker in Tata Steel. In 1991, **J.R.D Tata** stepped down as chairman of Tata Sons, naming Ratan Tata as his successor. This decision was criticized by many because he was not sufficiently experienced at that time. But with his impeccable leadership skills, Tata Group reached the heights to become the global brand across the world.

Ratan Tata while building Tata Motors in 1998, he brought a hatchback car **Indica** but it **failed** badly. People did not like it. Nobody wanted to buy that car. Some people suggested him to sell his car division and he agreed.

In 1999, he contacted many companies and **Ford Motor Company** showed some interest. Ratan Tata, along with **Praveen Kadle** went to Ford's Headquarter to discuss terms of the deal but Ford's attitude was insulting. Ford's Chairman **Bill Ford** said to Ratan Tata: -

"When you don't know anything about passenger cars, why did you start the business? We are doing a favor by buying your business."

But what happens in 2008, **Ford's Jaguar-Land Rover was in terrible loss**. Guess who came to save them from going to bankrupt. Yes, it was none other than Mr. Ratan Tata. **He bought JLR Division of Ford**. JLR made a loss of Rs. 1800 crore that year and because of that Tata had to bear a loss of Rs. 2500 crore. This time, Ford's words were: -

"You are doing us a favor by buying our company."

In 2014, Tata Motors made a profit of Rs. 2.33 Lakh Crore (approx \$ 38 billion) and JLR's share in it was about 1.9 Lakh Crore (approx \$ 31.5 billion), around 82%.

During 21 years of his chairmanship, he leads Tata Group, revenues grew over 40 times, and profit over 50 times. He boldly got **Tata Tea** to acquire **Tetley**, **Tata Motors** to acquire **JLR** and **Tata Steel** to acquire **Corus**. All this turned Tata from a largely India-centric group to a global business, with over 65% revenues coming from operations and sales over 100 countries. He conceptualized the **Tata Nano Car**.

Ratan Tata relinquished all executive power in the Tata Group on 28 December 2012, on turning 75, appointing as his successor, **Cyrus Mistry**, the 44-years-old, son of **Pallonji Mistry** of the **Shapoorji Pallonji Group**, the largest individual shareholder of the Tata Group and related by marriage.

****Quotes****

- **“None can destroy iron, but its own rust can! Likewise, none can destroy a person, but his own mindset can.”**
- **“Take the stones people throw at you, and use them to build a monument.”**
- **“If you want to walk fast, walk alone. But if you want to walk far, walk together.”**
- **“I don’t believe in taking right decisions, I take decisions and make them right.”**
- **“Ups and downs in life are very important to keep us going, because a straight line even in an E.C.G means we are not alive.”**

(21)Henry Ford



- **Born:** - July 30, 1863, Greenfield Township, Michigan, U.S
- **Died:** - April 7, 1947, Fair Lane, Dearborn, Michigan, U.S
- **Known for:** - Founder of **Ford Motor Company**.

At the age of 15, Henry Ford dismantled and disassembled the timepieces (watches) of friends and neighbors, dozens of times, gaining the reputation of a watch repairman. Henry was devastated when his mother died in 1876. His father expected him to eventually take over the family farm, but he did not like farm work. He later wrote, “**I never have a particular love for the farm- it was the mother on the farm I loved.**”

In 1879, Henry Ford left home to work as an apprentice machinist in **Detroit**, first with **James F Flower & Bros**, and later with the **Detroit Dry Dock Co**. In 1882, he returned to **Dearborn** to work on the family farm, where he became adept at operating the **Westinghouse portable steam engines**. During this period Henry Ford also studied bookkeeping at **Goldsmith, Bryant & Stratton Business School** in **Detroit**.

In 1891, Henry Ford became an **engineer** with the **Edison Illuminating Company**. After his promotion to **Chief Engineer** in 1893, he had enough time and money to devote attention to his personal experiments on gasoline engines. These experiments culminated in 1896 with the completion of a self-propelled vehicle which he named the **Ford Quadricycle**. He test drove it on June 4, 1896. After various test-drives, Henry Ford brainstormed ways to improve the Quadricycle.

Also in 1896, Henry Ford attended a meeting of Edison’s executives, where he was introduced to Thomas Edison. Edison approved Ford’s automobile experimentation. Encourage by Edison, Henry Ford designed and built a second vehicle, completing it in 1898.

While Henry Ford is known as the late founder of the **Ford Motor Company**, he had embarked into two other automobile endeavors that ended in **failure** prior to succeeding on the third try.

His first business, which he started in August 5, 1899, at the age of 36, was the **Detroit Automobile Company**. That company went bankrupt just two years after it was founded, having only built 20 vehicles with an investment loss \$ 2.2 million.

Henry Ford's second trial also ended in **failure**. The same year that the Detroit Automobile Company went bankrupt, Henry Ford launched his next company, the **Henry Ford Company** on November 30, 1901. But one year later, in 1902, Henry Ford had a major falling out with the financial backers and had to walk away with only the rights left to his name.

His third final company was the **Ford Motor Company** in June 16, 1903, which revolutionized the automobile industry by pioneering the assembly line and helping to begin the notion of placing an automobile in the hands of every American household.

****Quotes****

- **“Failure is simply the opportunity to begin again, this time more intelligently.”**
- **“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young.”**
- **“You can't learn in school what the world is going to do next year.”**
- **“To do more for the world than the world does for you- that is success.”**
- **“When everything seems to be against you, remember that airplane takes off against the wind, not with it.”**

(22)Dhirubhai Ambani



- **Full Name:** - Dhirajlal Hirachand Ambani
- **Born:** - 28 December 1932, Chorvad, Junagarh district, Gujarat, India.
 - **Died:** - 6 July 2002, Mumbai, Maharashtra, India.
- **Known for:** - Founder of **Reliance Industries, Reliance Power, and Reliance Capital.**

Dhirubhai Ambani was born in a Modh Bamiya caste family to **Hirachand Govardhandas Ambani (father)** and **Jamanaben (mother)**. His father was employed as school teacher while his mother was a housewife. Despite being the son of a school teacher, Dhirubhai Ambani showed little interest in formal education; however, he grew up to be a hardworking, intelligent and tenacious young man. Even as a teenager, Dhirubhai showed a great deal of skill in retailing, selling oil and setting up fritters stalls, thus earning money to help his impoverished family.

After completing initial five years of education at the village school, he went to Junagarh to study further. Though not an academically brilliant student, Dhirubhai displayed exceptional leadership skills.

While at Junagarh School, he was elected as the **General Secretary of Junagarh State Union**. He organized a rally and hoisted the **Indian flag to celebrate Indian Independence Day**, defying the rules of **Nawab, head of the state**. Next, he became a part of the **Praja Mandal Movement** that organized rallies to bring about constitutional reforms in the state. The result was the vanishing of the **Nawab to Pakistan** and Junagarh being a part of the **Indian Union**. It was his passion and active political involvement that brought him to the notice of political leaders.

In 1949, a new socialist party emerged from the **Congress**, of which he was the part of. For the upcoming municipal elections in Junagarh, he

started campaigning for his favorite candidates, which eventually resulted in their victory. **Though he was offered a place in the party, he declined the offer to walk on the road of his true calling.**

Leaving aside his political pursuits, he focused on academics and gave his matriculation exams. However, due to the ill health of his father and impoverished living conditions of the family, he gives up on his education and take up a job offered in **Aden, Yemen, an Arab Country in Western Asia.**

By the time Dhirubhai Ambani reached **Aden**, it was one of the busiest ports in the world. At Aden, he started working as a **clerk** with **A. Besse & Co.** – One of the biggest trading firms in the region. Dhirubhai made better use of this opportunity and learnt much about **commodity trading, imports, exports, wholesale merchandising, marketing, and sales and distribution.** He learnt about **currency trading** from the people of various nationalities whom he met at the port and **mastered accounting, bookkeeping and drafting legal documents** by moonlighting at a **Gujarati Trading Firm.** He soon discovered that he had a natural flair for **speculative trading.** In 1954, Dhirubhai Ambani was sent by his employer to work in the **Shell Oil Refinery** that had come up in **Aden.** Having learnt the oil trade, Dhirubhai started a dream of owning his own refinery someday. Those days in Yemen, Dhirubhai Ambani proved himself as a marvelous business mind by broking of **Riyal currency** to earn profit. As a broker, Dhirubhai Ambani saw that the value of **silver** in the Riyal currency was greater than the monetary value of Riyal. For up to 3 months, he purchased Riyal to extract silver from it and then to selling it at a greater price in **London Metal Exchange.**

In 1958, when all **Indians** in **Aden** were migrating to **Britain**, Dhirubhai decided to return to **India** and became a part of the phenomenal growth that the country had been awaiting.

Back to India, Dhirubhai found that he had very little capital to go into any purposeful business. He eschewed the idea of opening up a small grocery or cloth shop. His dreams were too big for him to be content with such a humble trade. He immediately got in touch with Arabian contacts, offering to export **spices, sugar, and other Indian commodities at very low prices.** His margins were low; however, Dhirubhai close to deal in bulk and as the ordered started coming in, the **Reliance Commercial Corporation** was born. Excellent services were its hallmark and trust became an important

factor when people trade with Reliance.

Dhirubhai Ambani borrowed the trademark name **“Reliance”** from his friend **Mr. Pravinbhai Thakker**. In an interview in 2002, Mr. Pravinbhai Thakker says, ‘Dhirubhai borrowed the name Reliance from me.’ In 1953, Mr. Thakker opened an exclusive agency of **Rolex** and **Canon** in **south Yemen** which he named **“Reliance Store”**.

“I like the name Reliance very much as it communicates a sense of dependability to the customer. And look at you... you now own a **Mercedes car** which means you have prospered quite a bit. Reliance has proved to be a very lucky name,” Dhirubhai once told Mr. Thakker.

When he realized that commodities would not take him far, Dhirubhai decided to diversify into **yarn trading**. Dealing in **textiles** was a risky business as the fluctuations in price were quite high. Dhirubhai, however, learned the tricks of the trade quickly and realized that there was more money in this business.

Setting up the first **textile mill** in 1966 at **Naroda, Ahmadabad** was the biggest hurdle of his life. With other mill owners opposing the sale of **Vimal, the polyester brand**, Dhirubhai and his team of highly motivated sales personnel cut through the middleman (wholesalers) and went straight to the retailers. The popularity of fabric and the persuasiveness of Dhirubhai led a number of retailers sell only **Vimal**. Textile products of Reliance Factory were soon famous in all over India. He equipped his factory with the best technology that could scale up with the rise in demand.

In 1981, his elder son **Mukesh Ambani** joined the business and he initiated Reliance’s backward integration journey from textiles into **polyester fibers** and further into **petrochemical, petroleum refinery** and going up-stream into **oil and gas exploration and production**.

In 1983, his younger son, **Anil Ambani** joined the business and took over as the **Chief Executive Officer** at **Naroda**.

The growth of Reliance Industries was unprecedented and of the likes that had not been imagined until then. Reliance went from turnover of Rs. 70 crore in the mid-1970s to being a Rs. 75,000 crore empire in 2002. High finance was one of Dhirubhai’s key areas of success. He raised a great deal of money by issuing six series of convertible debentures and then converting them into equity shares at a premium. Reliance later diversified into **energy, power, infrastructure, logistics and information technology**. By the time

Dhirubhai died, in 2002, his sons Mukesh Ambani and Anil Ambani had taken over the charge of Reliance Industries Limited and Dhirubhai Ambani had become a national hero.

****Quotes****

- **“If you don’t build your dream, someone else will hire you to help them build theirs.”**
- **“Think big, think fast, think ahead. Ideas are no one’s monopoly.”**
- **“Pursue your goals even in the face of difficulties, and convert adversities into opportunities.”**
- **“True entrepreneurship comes only from risk-taking.”**
- **“Keep your morale high, in spite of setback. At the end you are bound to succeed.”**

(23) Jeff Bezos



- **Original Name:** - Jeffrey Preston Jorgensen.
- **Born:** - January 12, 1964, Albuquerque, New Mexico, U.S.
- **Known for:** - Founder, Chairman and CEO of **Amazon.com Inc.**

The young Jeff Bezos attended **River Oaks Elementary School**, in **Houston, Texas** from fourth to sixth grade. As a child, he spent summers at his grandfather's ranch in Southern Texas, "laying pipe, vaccinating cattle and fixing windmills."

The family moved to **Miami, Florida**, where he attended **Miami Palmetto Senior High School**. While in high school, he attended the **Student Science Training Program** at the **University of Florida**, receiving **Silver Knight Award** in 1982.

After graduating high school in 1982, he attended **Princeton University**, intending to study **physics**. But soon returned to his love of **computers** and graduated with two **Bachelor of Science** degrees in **electrical engineering** and **computer science**.

After graduating from Princeton University in 1986, Jeff Bezos worked on **Wall Street** in the computer science field. Then he worked on a network for international trade of a company known as **Fitel**. Later on he also worked on internet-enable business opportunities at **D.E. Shaw & Co.**

Jeff Bezos quit **D.E. Shaw & Co.** in 1994 and moved to **Seattle** to tap into the potential of the internet market by opening an **online bookstore**. He made the decision by drawing up a list of possible products that he could sell via the internet including **CDs, Software, Hardware, and Books**. In those times, U.S Supreme Court ruling that mail-order catalogs were not required to collect sales taxes in the States where they lack a physical appearance-means Bezos paid no taxes for the product sold via the internet.

Jeff Bezos decided that Seattle would be a perfect place for his new business because Seattle was a hub of hi-tech talent. Bezos managed to raise \$ 1 million from his family and friends, enough to set up his business in the garage of his Seattle home.

Jeff Bezos initially incorporated the company as “**Cadabra**” on July 5, 1994. However, a year later he considered to change it when his lawyer misheard the word “**Cadaver**”. Another alternative was “**MakeltSo.com**”. It could also been “**aard.com**”, which would help the company to push in the front of website listings. Jeff Bezos and his wife **Mackenzie** also registered the domain names **Awake.com**, **Browse.com**, **Bookmall.com**, and **Relentless.com**. Eventually, Jeff Bezos decided on **Amazon.com** after looking through the words that start with A in the dictionary. Bezos liked the similarity between one of the **planet’s largest rivers** and **largest bookstore**.

Jeff Bezos and his wife Mackenzie set everything up in their two-bedroom house in Seattle. Ironically, staff meetings would take place at the local **Barnes & Noble Bookstore**. When everything was ready, Jeff and Mackenzie hurled up 300 people to try the test site when it was up and running, and the code worked seamlessly on different computer platforms. After opening the website on **July 16, 1995**, they told their 300 beta users to spread the word around and set up a bell to ring every time Amazon made a sale. The bell did not stay there for long, as Amazon suddenly exploded selling books in all 50 states and 45 countries within a month. By **September 1995**, the sales had summed up to \$ 20,000 a week.

Jeff Bezos was determined on taking the company public with IPO, and began recruiting large number of people. These included a few DESCO employees, executives from competing company Barnes & Noble, software company Symantec, and two people from **Microsoft**- Vice President of engineering **Joe Spiegel**, and **David Risher** who would later become the head of retail. With a team of extraordinary people in his leadership Bezos was convinced that- “If we get this right, we might be a \$ 1 billion company by 2000.” Going public would not solidify customer trust, but would outcompete other bookstore websites, Bezos thought- Barnes & Noble where the biggest competitor which holds the monopoly in the bookstore. In 1996, their sales estimated to \$ 2 billion, while Amazon was lagging behind with \$ 16 million that same year.

While **Riggio Brothers**- who owned Barnes & Noble were threatening

and announced that they were planning to open their own website. Jeff Bezos and Amazon's first CFO **Joy Covey** travelled around the United States and Europe to pitch Amazon to potential investors. They had a solid background, with millions of sales within three years of existing, and an easily accessible single warehouse and inventory; in contrast with other retailers who had their products spread throughout stores around the country. They also used a **negative operating cycle**, which meant that customers would pay with their credit cards when the products shipped, but Amazon would settle its accounts with distributors every few months. Almost every investor asked whether they were going to expand to other categories, and, at the time, Bezos responded that they settled on books. He wanted to get some investments from the IPO, but he did not want his rivals to follow in his footsteps, hence withholding lots of valuable data from investors. In those times, everyone firmly believed that once Barnes & Noble comes in, Amazon vanished.

On May 12, 1997, three days before the IPO, Barnes & Noble **file the lawsuit** against Amazon in **Federal Court** for falsely claiming to be "Earth's Largest Bookstore". It happened during the seven-week "**quiet period**" meaning that Bezos could not talk to the press before the IPO. Ironically, the lawsuit only gave Amazon more attention.

The stock traded below its IPO price at first and Bezos worried that the company might lose a significant portion of its investment. On May 15, 1997, the stock price was set for a \$ 12 to \$ 14 range on **NASDAQ (AMZN)** on the IPO day. Then it increased from \$ 14 to \$ 16 before the Amazon's investment bankers settled on the \$ 18 price. Amazon.com raised \$ 54 million in its IPO and the online bookstore market value reached \$ 438 million. Amazon puts 3 million shares on the block. It was a blockbuster year for Amazon as they experienced a 900% growth in annual revenue. Bezos' family had each invested \$ 10,000 from the start as a backup plan- it was a major part of his life savings. As a 6% owner of the Amazon, they officially became multimillionaire by the end of the decade, and Jeff Bezos was named **Time's Person of the year in 1999**.

Jeff Bezos and his engineer created a system of 1-click ordering process to further ease the use of Amazon.com in the late nineties. This was design to preload the customer's credit cards information and shipping address, offering to execute a purchase by simply pressing one button. On September

28, 1999, a 19-page application for **Patent No. 5,960,411** entitled Method and System for Placing a Purchase Order via a Communications Network was approved and the 1-click system was officially trademarked to Amazon.com Inc. Amazon licensed the patent to Apple Inc. in 2000 for an undisclosed amount, and would use it as a means to try and wipe out their new competitor-**eBay.com**- that appeared in the market in mid-1998.

Jeff Bezos invited eBay founder **Pierre Omidyar** and **CEO Meg Whitman** to Seattle in the summer of 1998, when eBay had just filed to go public (IPO). The two teams of executives discussed various ways of working together. Omidyar and Whitman suggested creating links, so that, for example, if the product could not found on eBay.com, the customer would be linked to Amazon.com and vice-versa. Bezos suggested that possibilities of making an investment, which put off the two executives who left thinking that Bezos was offering to buy eBay Inc. for around \$ 600 million.

After failing to find a middle ground with executives, Bezos had attempted to secretly start up his own auction project. The project was stationed on the second floor of **Columbia Center** and was called **EBS, "Earth's Biggest Selection."** Amazon auction was launched in March 1999 to a slow start. Bezos buys **Sotheby's Auction House** to focus on high end products, but failed to gain momentum. Later on **zShops** platform that had evolved from auctions also failed to gain momentum. Although 90s where intense days at the company, but Jeff Bezos failure, responsible for product development and operations at Amazon.

Amazon added clothing sales to the product line in October 2002, after partnering up with hundreds of retailers including **Land's End, Nordstrom, and The Gap**. They also organized a subsidiary entitled **Amazon Services** which allowed ordering goods from co-branded sites such as **Borders and Toys 'RUS**. In 2003, Amazon launched **A9- a commercial search engine** focusing on e-commerce sites. Around the same time, they opened an online **sporting goods store**, offering around 3,000 different brands. Amazon's rapid expansion allowed Jeff Bezos to continue experimenting with new product line services. Some of them like Amazon's attempt at selling **jewelry**. While others like **Amazon Prime**, which offered a free two-day shipping within the United States for an annual fee of \$ 79, proved to be a significant success. In fact, Prime's success led to Amazon's launch in **Italy, France, Germany, UK, Canada, and Japan** over the next decade. In addition

to securing customer's loyalty, Amazon prime services further distanced Amazon from its competitors.

In 2004, Jeff Bezos founded an Aerospace Company named **Blue Origin**, aimed at developing new technology for spaceflight, with the ultimate goal of establishing "**an enduring human presence in outer space**". The company owns a 26-acre research campus just outside Seattle, and a private rocket launching facility in **West Texas**. On November 24, 2015, Blue Origin made headlines when they successfully managed to send a rocket into suborbital space and land it safely onto a landing pad after takeoff while they were testing their new **Shepard Space Vehicle**.

Amazon takes another leap towards innovation in technology development by introducing a **series of e-readers**, the **Amazon Kindle in 2007**. Flipping back to the past from the company started, Bezos sought to alter the way people acquire the books, and the **Kindle Series** was revolutionary in its purpose. The **Kindle** is considered primarily responsible for the establishment of the **electronic book market internationally**. Lightweight **Kindle E-reader device** helped Amazon to secure 95% of the US market for the books until **Apple** challenge the **Kindle's** supremacy with the introduction of **iPad in 2010**. In response, Bezos cut down the kindle device's retail price and added new features.

In 2011, competing with Apple iPad, Bezos introduced **Kindle-Fire**. The Kindle-fire also introduced a '**Whisper sync**' feature allowing users with various devices to mark where they stopped in the book, and continue reading at the same place on another device-further altering the way we read.

On August 5, 2013, Bezos was on the news for having entirely purchased **The Washington Post** for \$ 250 million in cash. Company's Chairman and CEO **Donald E. Graham** say- The Washington Post could have service under the company's ownership give us a much better chance of success. Bezos reaffirmed that he did not seek to alter the values of The Washington Post, but merely to fix its focus on the public.

Back in 2000, Bezos invested \$ 60 million into **Kozmo.com**- a shampoo delivery service. That company did not last very long. Then in 2012, Bezos lost \$ 175 million through the purchase of **LivingSocial**, the main competitor to daily deal giant **Groupon**. Bezos was not shy about these **failures**, continuing to believe that innovation in spite of failure is the path to

success, and that it only takes one big success to make up for dozens of failures.

It is remarkable to consider that **Amazon's sales revenue** grew up by 122.57% from \$ 48.08 billion in 2011 to \$ 107.01 billion in 2015, but the **net income growth** remains volatile. For example, **"Amazon's net income growth was negative and dropped by \$241 million in 2014,** because Amazon's Fire Phone was the big loser of 2014. But Jeff Bezos- who personally oversaw the entire Fire Phone project is not discouraged. Instead, he remains optimistic, pursuing forward in the way that entrepreneur like **Steve Jobs, Richard Branson, and Elon Musk, has."** However, in 2015, Amazon's **net income growth** was positive and reached \$ 596 million.

****Quotes****

- **"I knew that if I failed I wouldn't regret, but I knew the one thing I might regret is not trying."**
- **"The common question that gets asked in business is, 'why'? That's a good question, but an equally valid question is, 'why not'?"**

(24) J.K Rowling



- **Also known as:** - Joanne Rowling
- **Born:** - 31 July 1965, Yate, Gloucestershire, England, U.K.
 - **Occupation:** - Author
- **Notable works:** - Harry Potter Series.

When Rowling was 4 years old, she attended **St. Michael's Primary School**. Her headmaster at St. Michael's, **Alfred Dunn**, had been suggested as the inspiration for the **Harry Potter** headmaster **Albus Dumbledore**.

As a child, Rowling often wrote fantasy stories which she frequently read to her sister. When aged nine, Rowling moved to **Church Cottage** in the **Gloucestershire** village of **Tutshill**, close to **Chepstow, Wales**. She attended secondary school at **Wyedean School and College**, where her mother worked in the science department.

When she was a young teenager, her great-aunt gave her a copy of **Jessica Mitford's** autobiography **Hons and Rebels**. Mitford became Rowling's heroine, and Rowling read all of her books. Her teenage years were unhappy due to mother's illness and a strained relationship with her father.

In 1982, Rowling took the entrance exams for **Oxford University** but was **failing** to get admission, and decided to pursue **B.A** in **French and Classics** at the **University of Exeter**.

After graduating from the University of Exeter in 1986, she moved to **London** to work as a **researcher** and **bilingual secretary** for **Amnesty International**. After working at Amnesty International in London, Rowling and her then boyfriend decided to move to **Manchester**, where she worked at the **Chamber of Commerce**.

In 1990, while she was on the four-hour-delayed train trip from

Manchester to London, the idea for a story of a young boy attending a school of wizardry “came fully formed” into her mind. However, later that year, her mother died after 10 years of complications from Multiple Sclerosis. Rowling was writing **Harry Potter** at the time and had never told her mother about it. Her mother’s death heavily affected Rowling’s writing and she introduced much more detail about Harry’s loss in the first book, because she knew how it felt.

In 1992, she moved to **Portugal** to teach English where she met with television journalist **Jorge Arantes**. They married on 16 October 1992, and their child **Jessica Isabel Rowling Arantes** was born on 27 July 1993 in Portugal. On 17 November 1993, her marriage ended in **divorce**. In December 1993, Rowling with her infant daughter moved to **Edinburgh, Scotland** to be closer to her sister. At that time, she had three chapters of **Harry Potter** in her suitcase.

Seven years after graduating from the University, Rowling saw herself as a **failure**. Her marriage had failed, and she was jobless with a dependent child, but she described her failure as liberating and allowing her to focus on writing.

She began a teacher training course on August 1995 at **Moray House School of Education**, at the **Edinburgh University**, and completing her first novel, **Harry Potter and the Philosopher’s Stone** while living in government-assisted welfare.

The same year in 1995, all 12 major publishers **rejected** the **Harry Potter** script. But, it was a year later when a small publishing house **Bloomsbury** accepted it and extended a very small £ 1500 advance. The decision to publish Rowling’s book owes much to **Alice Newton**, the eight-year-old daughter of Bloomsbury chairman, who was given the first chapter to review by her father and immediately demanded the next. Although Bloomsbury agreed to publish the book, Bloomsbury editor **Cunningham** advised Rowling to get a day job, since she had little chance of making money in children’s books. Soon after, in 1997, Rowling received an £ 8000 grant from the **Scottish Arts Council** to enable her to continue writing.

In June 1997, Bloomsbury published her first novel, **Harry Potter and the Philosopher’s Stone** with an initial print run of 1,000 copies, 500 of which were distributed to libraries. Five months later, the book won its first award **Nestle Smarties Book Prize**. In February 1998, the novel won the

British Book Award for Children's Book of the Year. In early 1998, an auction was held in the United States for the rights to publish the novel, and was won by **Scholastic Inc** for US\$ 105,000. Rowling said that she 'nearly died' when she heard the news.

Its sequel, second novel, **Harry Potter and the Chamber of Secrets** was published in July 1998. Third novel, **Harry Potter and the Prisoner of Azkaban** was published in December 1999. Fourth novel, **Harry Potter and the Goblet of Fire** was released in July 2000. Fifth novel, **Harry Potter and the Order of the Phoenix** was released in 2003. Sixth novel, **Harry Potter and the Half Blood Prince** was released on 16 July 2005. Seventh novel, **Harry Potter and the Deathly Hallows** was released on 21 July 2007. The books have gained worldwide attention, won multiple awards, and sold more than 400 million copies. All the **Harry Potter book** series were made into a famous Hollywood Movies **Harry Potter film** series.

JK Rowling is now internationally renowned for her 7 Harry Potter book series and is the first writer to become a billionaire from writing.

****Quotes****

- **"It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all, in which case, you fail by default."**
- **"Personal happiness lies in knowing that life is not a checklist of acquisition or achievement. Your qualifications are not your life."**
- **"Failure meant a stripping away of the inessential. I stopped pretending to myself that I was anything other than I was and began diverting all my energy into finishing the only work that mattered to me."**

(25)Walt Disney



- **Full Name:** - Walter Elias Disney
- **Born:** - December 5, 1901, Chicago, Illinois, U.S
- **Died:** - December 16, 1966, Burbank, California, U.S
- **Known for:** - Founder of **Walt Disney Company**.

In 1906, Walt Disney's family moved to a farm in **Marceline, Missouri** where his uncle Robert had just purchased land. In Marceline, Walt Disney developed his interest in drawing when he was paid to draw the horse of a retired neighborhood doctor. His father was a subscriber of **Appeal to Reason** newspaper, and Walt Disney practice drawing by copying the front-page cartoons of **Ryan Walker**. Disney also began to develop an ability to work with **watercolors** and **crayons**. He started schooling at the **Park School, Marceline** in late 1909.

In 1911, Disney's family moved to **Kansas City, Missouri**. There, Walt Disney attended the **Benton Grammar School**, where he met fellow-student **Walter Pfeiffer**, who came from theatre family and introduced Walt Disney to the world of vaudeville and motion pictures. Walt Disney was spending more time in the Pfeiffer house than at home. Walt Disney and his brother **Roy** woke up at 4:30 every morning to receive newspaper '**Kansas City Times**' before school and repeated the round for the evening newspaper '**Kansas City Star**' after school. The schedule was exhausting, and Walt Disney often received a poor grade after falling asleep in class, but he continues his newspaper route for more than six years. He attended Saturday courses at the **Kansas City Art Institute** and also took a correspondence course in **cartooning**.

In 1917, his father bought stock in Chicago jelly producer, the **O-Zell Company**, and moved back to the Chicago city with his family. Walt Disney

enrolled at **McKinley High School, Chicago** and became the cartoonist of the school newspaper, drawing patriotic pictures about **World War-I**; he also took night courses at the **Chicago Academy of Fine Arts**. In mid-1918, Walt Disney attempted to join the United States Army to fight against German, but he was **rejected** for being too young.

Walt Disney return to Kansas City in October 1919, where he worked as an apprentice artist at the **Penmen-Rubin Commercial Art Studio**. There he draws commercial illustrations for advertising, theatre programs, and catalogs. He also befriended fellow artist **Ub Iwerks**.

In January 1920, as Penmen-Rubin's revenue declined after Christmas, Disney and Iwerks were laid off. They started their own business, the short-lived **Iwerks-Disney Commercial Artists**. Failing to attract many customers, Disney and Iwerks agreed that Disney should leave temporarily to earn money at the **Kansas City Film Ad Company**, run by **A.V Cauger**; the next month Iwerks, who was not able to run their business alone, also joined. The company produced commercials using the '**cutout**' **animation technique**. Walt Disney became interested in animation, although he preferred draw cartoons such as '**Mutt and Jeff**' and '**Koko the clown**'. With the assistance of a borrowed book on animation and a camera, he began experimenting at home. He came to the conclusion that '**cel animation**' was more promising than the **cutout method**. Unable to persuade A.V Cauger to try cel animation at the company, Walt Disney opened a new business with a co-worker from the Film Ad Co., **Fred Harman**. Their main client was the local **Newman Theatre**, and the short cartoons they produced were sold as "**Newman's Laugh-O-Grams**".

In May 1921, the success of the '**Laugh-O-Grams**' led to the establishment of **Laugh-O-Gram Studio**, for which he hired the number of additional animators, including Fred Harman's brother **Hugh, Rudolf Ising** and **Iwerks**. The Laugh-O-Grams cartoons did not provide enough income to keep the company solvent, so Walt Disney started production of **Alice's Wonderland**- based on **Alice's Adventure in Wonderland**- which combined live action with animation; he cast **Virginia Davis** in the title role. The result, a 12 minute 30 second, one-reel film, was completed too late to save Laugh-O-Gram Studio, which went into bankruptcy in 1923.

Walt Disney moved to Hollywood in July 1923. Although **New York** was the center of the cartoon industry, he was attracted to **Los Angeles** because

his brother Roy was convalescing with tuberculosis there. Walt Disney's efforts to sell Alice's Wonderland were unsuccessful until he heard from New York film distributor **Margaret J. Winkler**; she was losing the rights to both the **Out of the Inkwell** and **Felix the Cat** cartoons, and needed a new series. In October 1923 they signed the contract for six **Alice's Comedies**, with an option for two further series of six episodes each. Walt Disney and his brother Roy formed the **Disney Brother Studio**- which later became **The Walt Disney Company** to produce the films.

In July 1924, Walt Disney hired Iwerks, persuading him to relocate to Hollywood from Kansas City.

Early in 1925, Walt Disney hired an ink artist, **Lillian Bounds**. He married to Lillian in July of that year.

By 1926 Margaret J. Winkler's role in the distribution of Alice Series had been handed over to her husband, the film producer **Charles Mintz**. The series ran until July 1927, by which time Walt Disney began to tire of it and wanted to move away from the mixed format to all animation. After Charles Mintz requested new material to distribute through **Universal Pictures**, Disney and Iwerks created **Oswald the Lucky Rabbit**.

In February 1928, Walt Disney hoped to negotiate a larger fee for producing the Oswald Series, but found Charles Mintz wanted to reduce the payments. Disney also found that Universal Pictures owned the Intellectual Property Rights to Oswald. Mintz threatened to start his own studio and produce the series if Disney refused to accept the reductions. Disney declined Mintz's ultimatum and lost most of his animation staff, except Iwerks, who chose to remain with him.

To replace Oswald, Disney and Iwerks developed **Mickey Mouse**. After the animation was complete, Mickey Mouse was first appeared in May 1928. Walt Disney signed a contract with the former executive of Universal Pictures, **Pat Powers**, to use the "**Powers Cinephone**" recording system; Cinephone became the new distributor for Disney's **sound cartoons**, which soon became popular.

In 1929, **Silly Symphony** series was developed, providing stories through the use of music; the first in the series, **The Skeleton Dance** was drawn and animated entirely by Iwerks.

Both Mickey Mouse and Silly Symphonies series were successful, but Disney and his brother felt they were receiving their rightful share of profits

from Pat Powers. In 1931, Walt Disney asked to Pat Powers for an increase in payments for the cartoons. Pat Powers refused and signed **Iwerks** to work with him. Walt Disney resigned shortly afterward, thinking that without **Iwerks**, the Disney Studio would be close. Walt Disney had a nervous breakdown in October 1931- which he blamed on the machinations of Pat Powers and his own overwork.

With the loss of Pat Powers as a distributor, Disney Studio signed a contract with **Columbia Pictures** to distribute the Mickey Mouse cartoons, which became increasingly popular, including internationally. Disney always keen to embraced new technology.

In 1932, Disney filmed **Flowers and Trees** in full-color and won the **Academy Award** for best cartoon. Another film in that category, **Mickey's Orphans**, received an **Honorary Award** for the creation of Mickey Mouse.

In 1933, Disney produced **The Three Little Pigs** the most successful short animation of all time.

By 1934, Disney had become dissatisfied with producing formulaic cartoon shorts, and began a four-year production of a **feature** length cartoon, **Snow White and the Seven Dwarfs**, based on the **fairy tale**. When the news leaked out the project, many in the film industry predicted it would bankrupt the company; industry insiders nicknamed it "**Disney Folly**". The film, which was the first animated feature made in full color and sound, cost \$ 1.5 million to produce- three times over budget. **Snow White and the Seven Dwarfs** premiered in December 1937 to high praise from critics and audiences. The film became most successful motion picture and by May 1939 with total revenue of \$ 6.5 million. Disney won another **Honorary Academy Award**. The Walt Disney Museum calls the following years "**The Golden Age of Animation**".

With the work on Snow White finished, the studio began producing **Pinocchio** in early 1938 and **Fantasia** in November of the same year. Both films were released in 1940 and neither performed well in box office- partly because revenues from Europe had dropped following the start of **World War-II** in 1939. The Disney studio made a loss on both pictures and was deeply in debt.

In response to financial crises, Walt Disney and his brother Roy started the company's **first public stock** offering in 1940, and implemented heavy salary cuts. Disney Studio's next production in 1941, **Dumbo**, which Disney

produced in a simple and inexpensive manner; the film received positive reaction from audiences and critics alike.

Shortly after the release of **Dumbo** in 1941, **U.S entered the World War-II**. Disney formed the **Walt Disney Training Films Unit** within the company to produce instruction films for the military such as **Four Methods of Flush Riveting** and **Aircraft Production Methods**. Disney also produced short film **Der Fuehrer's Face** which won an **Academy Award**; and in 1943, feature film **Victory Through Air Power**.

The military films generated only enough revenue to cover costs, and the feature film **Bambi**- which had been in production since 1937- underperformed on its release in April 1942, and lost \$ 200,000. On the top of the low earnings from **Pinocchio** and **Fantasia**, the company had debt of \$ 4 million with **Bank of America** in 1944. Roy Disney, for financial reasons, suggested more combined animation and live-action productions.

In 1948, Disney initiated a series of popular live-action nature films, titled **True-Life Adventure**, with **Seal Island** the first part of the series; the film won the **Academy Award** in the best short subject category.

In 1949, Disney and his family moved to a new home in the **Holmby Hills** district of **Los Angeles**. Disney developed the blueprints and immediately set to work on creating a miniature **live steam railroad** for his backyard. The miniature working steam locomotive named **Lilli Belle** after his wife.

In early 1950, Disney produced **Cinderella** an animated feature. It was popular with critics and audiences. Costing \$ 2.2 million to produce, it earned nearly \$ 8 million in its first year. Later, Disney was less involved that he had been with previous pictures because of his involvement in first entirely **live-action feature- Treasure Island** in 1950. Other live-action features- **Alice of Wonderland** in 1951 and **Peter Pan** in 1953.

In mid 1954, Walt Disney sent his **imagers** to every amusement park in the U.S to analyze what worked and what pitfalls or problems there were in the various locations and incorporated their findings into his design. Construction work started in July 1954, and **Disneyland** opened in July 1955. The opening ceremony was broadcast on **American Broadcasting Company (ABC)**, which reached 70 million viewers. Although there were early minor problems with the park, it was a success, and after a month's operation, Disneyland was receiving over 20,000 visitors per day; by the end of its first

year, it attracted 3.6 million guests.

In 1955, Walt Disney was involved in **“Man in Space”**, an episode of the Disneyland series, which was made in collaboration with **NASA** rocket designer **Wernher Von Braun**.

In 1964, Disney produced **Marry Poppins**, based on the book series by **PL Travers**.

The release of the **Jungle Book** and **Happiest Millionaire** in 1967 raised the total number of feature films that Walt Disney had been involved in 81 films. When **Winnie the Pooh** and **The Blustery Day** was released in 1968, it earned Disney an Academy Award in the cartoon category. After Walt Disney’s death in December 15, 1966; his studio continued to produce live-action films prolifically, but largely abandoned animation until late 1980s, after which there was what the **New York Times** described as the **“Disney Renaissance”** that began with **The Little Mermaid** film in 1989.

Although Walt Disney was faced series of failure in his life, but he never give up. Walt Disney always keen to embraced new technology. He was the real visionary of cartoon, animation, live-action feature film.

****Quotes****

- **“All our dreams can come true, if we have courage to pursue them.”**
- **“The past can hurt, but the way I see it, you can either run from it, or learn from it.”**
- **“After the rain, the sun will reappear. There is life. After the pain, joy will still be here.”**
- **“The difference between winning and losing is most often...not quitting.”**

(26)Charles Schulz



- **Full Name:** - Charles Monroe Schulz
- **Born:** - November 26, 1922, Minneapolis, Minnesota, U.S
- **Died:** - February 12, 2000, Santa Rose, California, U.S
- **Known as:** - Artist, Cartoonist.

While Charles Schulz was a little boy, his uncle called him **“Sparky”**, after a comic-strip horse named **Spark Plug**. Charles Schulz attended **Richards Gordon Elementary School** in **Saint Paul**, where he **failed** in the eighth grade.

Charles Schulz realized at an early age that he wanted to become a cartoonist. He sat down with his dad to read the **Sunday funny newspaper** every week, becoming a fan of **E.C Segar’s** Thimble Theatre, **Percy Crosby’s** Skippy and **Al Capp’s** Li’l Abner. The flourishing cartoonist received a thrill in 1937, when his drawing of the family dog **Spike** was published in **Robert Ripley’s** popular ‘**Believe it or Not!**’ feature.

Later, he attended **Saint Paul’s Central High School**. He flunked physics in high school, getting a grade **zero**. One well-known episode in his high school life was the **rejection** of his drawings by his school yearbook. Later in his senior year at Central High School, Charles Schulz enrolled in a correspondence course at the **Federal School of Applied Cartoonist** in **Minneapolis**.

After completing high school, Charles Schulz wrote application to the **Walt Disney Studio**. They asked for samples of his artwork. Despite careful preparation, he was **rejected** by Walt Disney Studio.

On February 1943, Charles Schulz’s mother died after a long illness. Schulz had by all accounts been very close to his mother and her death made a strong impression on him. Around the same time, Schulz was

drafted into the **United States Army**. He served as a staff sergeant with the **20th Armored Division in Europe**, as a squad leader on a **0.5 caliber machine gun team**.

After being discharged from the US Army in late 1945, Charles Schulz returned to Minneapolis. He did lettering for a **Roman Catholic Comic Magazine, Timeless Topix**, and then in July 1946, took a job at **Art Instruction School** for reviewing and grading lessons submitted by students. He worked at the school for the number of years while he developed his career as a comic creator until he was making enough money from comics to be able to do that full-time.

Charles Schulz's first group of regular cartoons, a weekly series of one-panel jokes entitled **Li'l Folk** was published from June 1947 to January 1950 in the **St. Paul Pioneer Press**. Schulz used the name **Charlie Brown** for a character. In May 1948, Schulz sold his first one-panel drawing to **The Saturday Evening Post**. Despite his attempts to have his comic strip **Li'l Folk** syndicated through the **Newspaper Enterprise Association**, he **failed** to mark and thus **Li'l Folk** was dropped from the St. Paul Pioneer Press in January 1950.

Later in 1950, Schulz approached the **United Feature Syndicate** with the one-panel series **Li'l Folk**, and the United Feature Syndicate became interested. However, by that time Schulz had also developed a comic strip using four-panels rather than one, and reportedly to Schulz's delight, the United Feature Syndicate preferred this version.

Peanuts made its first appearance on October 2, 1950, in seven newspapers. The weekly Sunday-page debuted on January 6, 1952. After a somewhat slow beginning, Peanuts eventually became one of the most popular comic strips of all time, as well as one of the most influential.

Schulz from 1957 to 1965 also had short-lived sports-oriented comic strip called **'It's Only a Game'**, single-panel strip **'Young Pillars'** featuring teenagers to youth in a publication associated with the Church of God, illustrated volume of **Art Linkletter's** (Radio/Television personality)- **'Kids Say the Darndest Things'** and a collection of letters **'Dear President Johnson'** by Bill Adler.

Peanuts at its height were published daily in 2600 newspapers in 75 countries, in 21 languages. Over the nearly 50 years that Peanuts was

published, Schulz drew nearly 18000 comic strips. The strips themselves plus merchandise and product endorsements produced revenue of **more the \$ 1 billion per year**, with Schulz earning estimated \$ 30 million to \$ 40 million.

The famed cartoonist received several posthumous honors, including the **Congressional Gold Medal**. In 2002, the **Charles M. Schulz Museum and Research Center** opened in **Santa Rosa**, displaying the original artwork, letters, photographs and other memorabilia. Marking the 65th anniversary of his beloved strip's debut on October 2, 1950, Schulz was inducted into the **California Hall of Fame** in late September 2015. The honor came on the eve of a brand-new **Peanuts 3D Movie** set to hit theatres on November 2015.

****Quotes****

- **“Try not to have a good time.....this is supposed to be educational.”**
- **“Decorate your home. It gives the illusion that your life is more interesting than it really is.”**

(27) Mahatma Gandhi



- **Full Name:** - Mohandas Karamchand Gandhi
- **Born:** - 2 October 1869, Porbandar, Gujarat, India
- **Died:** - 30 January 1948, New Delhi, India
- **Personality:** - Leader of Indian Independence Movement.

During his childhood, Mohandas Karamchand Gandhi experimented with smoking with his older brother, they used to collect the stubs after their uncle had extinguished his cigarette, remove the tobacco from them and then roll cigarettes for themselves. He also experimented with meat-eating. A friend convinced Gandhi that the only reason the English were so tall and powerful and able to rule over India was because they ate meat.

As Gandhi's family were strictly vegetarian, meat-eating became a clandestine affair which entailed lies, deception and even stealing. Gandhi started stealing to pay for the meat and he excuses for not eating at home which meant lying and deception. Gandhi soon realized his mistakes and consumed by self guilt, he confessed to his father.

In 1874, **Karamchand** (father of Mahatma Gandhi) left Porbandar for the smaller state of **Rajkot**, where he became a counselor to its ruler **Thakur Sahib**. Though Rajkot was less prestigious state than the Porbandar, the **British** regional political agency was located there, which gave the state's **Diwan** a measure of security. In 1876, Karamchand became **Diwan** of Rajkot. His family then rejoined him in Rajkot.

On 21 January 1879, Mohandas entered the local **District School** in **Rajkot**. At school, he was taught the rudiments of Arithmetic, History, Gujarati language and Geography. Despite being an average student, in 1880 he sat for the entrance examination of the **Kathiawar High School, Rajkot**. He passed the examinations with a creditable average of 64% and was

enrolled the following year. In May 1883, the 13-year-old Mohandas was married to 14-year-old **Kasturba** in an arrange-child-marriage according to the custom of the religion at that time. Due to marriage, he lost a year at school. Recalling the day of their marriage, he once said, “As we didn’t know much about marriage, for us it meant only wearing new clothes, eating sweets and playing with relatives.”

In November 1887, he sat the regional **matriculation exams** in **Ahmadabad**, writing exams in Arithmetic, History, Geography, Natural Science, English and Gujarati. He passed with an overall average of 40%, ranking 404th of 823 successful matriculates.

In January 1888, he enrolled at **Samaldas College** in **Bhavnagar State**, then the sole **degree granting institute** of higher education in the region. During his first term there, he suffered from headaches and strong feelings of homesickness, did very poor in his exams in April and withdrew from the college at the end of the term, returning to Porbandar.

In August 1888, at the age of 19, Gandhi travelled to **England** to study **Law** at **University College London**. After three years, in 1891, he became a **Lawyer** and returned to India, spend some times in Rajkot and then he decided to set up a legal practice in **Bombay**. However, after having **failed** to establish himself in Bombay, he returned to Rajkot where he started again.

On April 1893, Gandhi took a job at **Durban, South Africa** for a **Muslim Indian Law Firm** with a lawsuit. In South Africa, his first taste of **racial discrimination** as he was beaten when he tried to sit in the **reserved white-only sections** of public transport. The trip becomes a major turning point for him as he devotes his life to the pursuit of equality and justice.

Gandhi the man learned from his **failure** and transformed himself into the **Mahatma**.

“Failure is your friend. Embrace it.”

Mahatma Gandhi was a leader for **civil rights** and was the face of **India’s push for Independence** from **British** control. While in South Africa, Gandhi became acquainted with the methods of peaceful resistance and his methods continue to influence people today.

****Quotes****

➤ **“A nation’s culture resides in the hearts and in**

the soul of its people.”

- **“A nation’s greatness is measure by how it treats its weakest members.”**
- **“Live as if you were to die tomorrow. Learn as if you were to live forever.”**
- **“There is no God higher than truth.”**
- **“You must not lose faith in humanity. Humanity is an ocean; if a few drops of ocean are dirty, the ocean does not become dirty.”**

(28)Nelson Mandela



- **Full Name:** - Nelson Rolihlahla Mandela
 - **Nickname:** - Madiba
 - **Religion:** - Methodist
- **Born:** - 18 July 1918, Mvezo, Cape Province, Union of South Africa.
- **Died:** - 5 December 2013, Johannesburg, Gauteng, South Africa.
- **Occupation:** - Activist, Politician, Philanthropist, Lawyer.
 - **Known for:** - Anti-Apartheid Movement.
 - **Notable work:** - Long Walk to Freedom.

Mandela was named **Rolihlahla**- literally means “**pulling the branch of trees**”, by his father, a chief of **Thembu** people of the **Xhosa Nation**.

After his father’s death in 1927, the young Rolihlahla became a **ward of chief** Jongintaba Dalindyebo, the acting regent of Thembu nation. It was at the Thembu royal homestead that his personality, values and political views were shaped. Hearing the elder’s stories of his ancestors’ **valour** during the wars of resistance to colonialism, he dreamed of making his own contribution to the freedom struggle of his people.

Mandela after receiving his primary education at a **local mission school**, where he was given the name **Nelson**, he was sent to the **Clarkebury Boarding Institute** for his junior certificate and then **Healdtown Wesleyan Secondary School**, where he matriculated. He then enrolled at **University College of Fort Hare** for a Bachelor of Arts (BA) degree where he was elected onto the **Student’s Representative Council**. He was suspended from college for joining a protest boycott, along with **Oliver Tambo**.

Later he returned to the **royal homestead**. He and his cousin, ran away to Johannesburg to avoid arrange marriages and for the short periods he worked as a mine policeman. Mandela was introduced to **Walter Sisulu** in

1941 and it was Sisulu, who arranged for him to serve his articles at **Lazer Sidelsky's** law firm. Completing his BA degree through the **University of South Africa** in 1942, he commenced to study **Bachelor of Law** degree at the **University of Witwatersrand**, where he was the only **black African** student in the faculty but he left the University without graduating. He entered in politics while studying, and joined the **African National Congress (ANC)** in 1943.

At the height of **World War-II** in 1944, a small group of young African who were members of **African National Congress (ANC)**, bonded together under the leadership of **Anton Lembede**. Among them were **William Nikomo, Oliver R Tambo, Ashby P Mda** and **Nelson Mandela**. Starting out with 60 members, all of them were residing around the Witwatersrand; these young people set themselves the formidable task of transforming the **ANC** into a more radical mass movement.

In September 1944, they come together to found the **African National Congress Youth League (ANCYL)**. Mandela soon impressed his peers by his disciplined work and consistent effort and was elected as the league's **National Secretary** in 1948. Through painstaking work, campaigning at the grass-roots by its truth, the ANCYL was able to canvass support for its policies among the ANC membership.

Spurred on by the victory of the National Party, which won the 1948 all-white election on the platform of apartheid, at the 1949 **Annual Conference**, the program of action inspired by youth league, which advocated the weapons of **boycott, strike, civil disobedience** and **non-cooperation** was accepted as official ANC policies. In December, Mandela was elected to the **National Executive Committee** at the **National Conference**.

When the ANC launched its campaign for the defiance of **unjust laws** in 1952, Mandela, by then **President** of the youth league was elected as **national volunteer-in-chief**. The defiance campaign was conceived as a mass civil disobedience campaign that would snowball from a core of selected volunteers to involve more and more ordinary people, culminating in mass defiance. Fulfilling his responsibility as a volunteer-in-chief, Mandela travelled the country, organizing resistance to discriminatory legislation. **Charged**, with Moroka, Sisulu and 17 others, brought to trial for his role in the campaign, the court found that Mandela and his co-accused had consistently advised their followers to adopt a peaceful course of action and

to avoid all violence.

For his part in the defiance campaign, Mandela was convicted of **contravening the suppression of commission act** and given a suspended prison sentence. Shortly after the campaign ended, he was also prohibited from attending gatherings and confined to Johannesburg for six months.

In December 1952, in partnership with Tambo, Mandela opened South Africa's first **black law firm** in central Johannesburg.

In 1953, Mandela was given the responsibility to prepare a plan that would enable the leadership of the movement to maintain dynamic contact with its membership without recourse to public meetings. The objective was to prepare for the possibility that the ANC would, like the **Communist Party**, be declared illegal and to ensure that the organization would be able to operate underground. This was the **M-Plan**, named after him.

During the whole of the 1960s, Mandela was the victim of various forms of repression. He was banned, arrested, and imprisoned. A five-year banning order was enforced against him in March 1956. For much of the latter half of 1950s, Mandela was one of the 156 accused in the Mammoth **Treason Trial**. After the **Sharpeville Massacre** on 21 March 1960, the ANC was outlawed, and Mandela, still on trial was detained along with hundreds of others.

The Treason Trial collapsed in 1961 as South Africa was being steered towards the adoption of a **republic**. With the ANC now illegal, the leadership picked up the threads from its underground headquarters and Mandela emerged as the leading figure in this new phase of struggle.

It was during this time that Mandela together with other leaders of the **ANC** continued a new section of the liberation movement **Umkhonto We Sizwe (MK)** or **Spear of the Nation**, a **guerilla** organization that would serve as ANC's armed wing, with Mandela as its **commander-in-chief**.

In 1962, Mandela left the country and travelled abroad for several months. In **Ethiopia**, he addressed the conference of the **Pan-African Freedom Movement of East and Central Africa**, and was warmly received by senior political leaders in several countries including **Tanganyika**, **Senegal**, **Ghana**, and **Sierra Leone**. He also spent time in **London**. During this trip, Mandela met with the first group of 21 MK recruits on their way to **Addis Ababa** for guerrilla training.

On 5 August 1962, after his return to South Africa, Mandela was arrested, and charged with illegal exit from the country, and incitement to

strike. Mandela was convicted and sentenced to **five years imprisonment**. Few days later, 10 others were charged with sabotage in **Revonia farm** where **MK** had set up their headquarters.

Mandela's statement in court during the trial was classic in the history of the resistance to apartheid. He ended with these words: - "I have fought against white domination, and I have fought against black domination. I have cherished the ideal of a democratic and free society in which all persons live together in harmony and with equal opportunities. It is an ideal which I hope to live for and to achieve. But if need be, it is an ideal for which I am prepared to die."

All but two of the accused were found guilty and sentenced to **life imprisonment on 12 June 1964**. The black prisoners were flown secretly to **Robben Island** immediately after the trial was over to begin serving their sentences. "**This is the Island, here you will die**", shouted the guards as Mandela and his fellow prisoners were led to their cells in the Robben Island, the isolated outcrop just off the coast near to **Cape Town**.

In March 1982, after 18 years, Mandela was transferred to **Pollsmoor Prison in Cape Town** (with Sisulu, Raymond Mhlaba, and Andrew Mlangeni). And in December 1988, he was moved to the **Victor Verster Prison** near **Paarl**.

In 1986, writer **J.M. Coetzee** described how the myth of Mandela had grown even as the man himself vanished into the penal system. "There is no doubt that the imprisonment of Mandela failed entirely to erase him from popular awareness in South Africa", J.M Coetzee wrote in his essay '**Waiting for Mandela**'. "His face on the posters and T-shirts was everywhere to be seen in the up-springs of 1985; the slogan '**Free Mandela**' was daubed on the walls of power. Yet the great majority of the young people who took to the streets in his name had never seen him in the flesh, never heard his voice."

On 11 February 1990, **Mandela was released from prison after 27 years of long time imprisonment**. In 1991, at the first national conference of the **ANC** held inside South Africa after being long banned for decades, Mandela was elected **President** of the **ANC** while his lifelong friend **Oliver Tambo** became the **organization's National Chairperson**.

In a life that symbolizes the triumph of the human spirit, Nelson Mandela accepted the **1993 Nobel Peace Prize** along with **F.W de Klerk**.

The era of apartheid formally came to an end on 27 April 1994, when Nelson Mandela voted for the first time in his life- along with his people.

Nelson Mandela was inaugurated as **President of democratic South Africa** on 10 May 1994. In his inauguration speech, he said, “We dedicate this day to all the heroes and heroines in this country and the rest of the world who sacrificed in many ways and surrendered their lives so that we could be free. Their dreams have become reality. Freedom is their reward. We are both humbled and elevated by the honor and privilege that you, the people of South Africa, have bestowed on us as the first President of a united, democratic, non-racial and non-sexist government.”

On June 1999, Nelson Mandela retired from the Presidency of South Africa. But although he retired as President of South Africa, he worked tirelessly, campaigning globally for peace, children and the fight against HIV/AIDS in particular.

Nelson Mandela’s life, more than any other, has come to symbolize the struggle for racial equality and self-determination of diverse people of South Africa and African Continent: - beginning with his early childhood in remote region, his gradual entry into politics as a young lawyer, 27 years of imprisonment at the hands of white supremacists, and his triumphant return to freedom as a man who, in his own words, sought the middle ground between “**white fears and black hopes**” in one of most segregated modern societies in the world.

****Quotes****

- **“Do not judge me by my success, judge me by how many times I fell down and got back up again.”**
- **“A winner is a dreamer who never gives up.”**
- **“It always seems impossible until it’s done.”**
- **“After climbing a great hill, one only finds that there are many more hills to climb.”**

(29)Abraham Lincoln



- **Born:** - February 12, 1809, Hodgenville, Kentucky, U.S
- **Died:** - April 15, 1865, Peterson House, Washington D.C, U.S
- **Personality:** - 16th President of United States.

As far as his education is concerned, Abraham Lincoln made extraordinary efforts to attain knowledge. Though both his parents were illiterate and unschooled, they encouraged Lincoln to read and write, especially his stepmom **Sarah**. It is estimated that all through his life Lincoln did not have more than 18 months of formal education. Since there was not much scope of formal education in the **Indiana wilderness**, he walked for miles at stretch to borrow a book. He was an avid reader and had read all the books several times, including the **Bible**. Thus, the knowledge and wisdom that Lincoln possessed was mostly self-taught.

Prior to those high points in 1860-1865, however, Lincoln had endured a significant number of setbacks, struggle, disappointments and **failures**. Here's the brief chronology: -

- Lost his job in 1832.
- Defeated for the legislature in 1832.
- Failed in business in 1833.
- Elected to the legislature in 1834.
- Sweetheart (**Ann Rutledge**) Abraham Lincoln's first love died in 1835.
- On September 9, 1836, Lincoln receives his first license to practice **law**. He begins a courtship of **Mary Owens**, 28. He suffers an episode of severe depression in December of that year.
- Defeated for speaker in 1838.

- Defeated at nomination for Congress in 1843.
- Elected to Congress in 1846.
- Lost re-nomination in 1848.
- Rejected for Land Officer in 1849.
- Defeated for the Senate in 1854.
- Defeated in the nomination for Vice-President in 1856.
- Again defeated for the Senate in 1858.

Two years later in 1860, Abraham Lincoln was elected as **16th President of the United States**. He went on to lead the United States through its greatest crisis: the **American Civil War**. He was able to preserve the union while ending slavery, and charted a course for rebuilding the war-torn country. He did not let any one of his failures to stop him. In fact, it may have been well because of his failure that he was able to lead the United States at such a difficult time.

****Quotes****

- **“I walk slowly, but I never walk backward.”**
- **“The best way to predict the future is to create it.”**
- **“When I do good, I feel good. When I do bad, I feel bad. That’s my religion.”**
- **“The ballot is stronger than the bullet.”**
- **“It’s okay to make mistakes. Mistakes are our teachers... They help us to learn.”**

(30)Winston Churchill



- **Born:** - November 30, 1874, Woodstock, England.
- **Died:** - January 24, 1965, London, England.
- **Personality:** - Prime Minister of **United Kingdom** during **World War-II**.
As a young child, Churchill grew up in **Dublin, Ireland**, where his father was employed by his grandfather **John Spencer Churchill, 7th Duke of Marlborough**. When he entered formal school, Churchill proved to be an independent and rebellious student. He did poorly at first two schools, but a particular interest in English and History. In April 1888, he was sent to **Harrow School, a boarding school in London**. Within weeks of his enrollment, he joined the **Harrow Rifle Corps**, which put him on a path to a **military career**.

After Churchill left Harrow in 1893, he applied to attend the **Royal Military College, Sandhurst**. He **tried three times** before passing the entrance exam; he applied to be trained for the **cavalry** rather than the **infantry** because the required grade was lower and he was not required to learn mathematics, which he dislike. He graduated eighth out of a class of 150 in December 1894, and although he could now have transferred to an **infantry regiment** as his father had wished, chose to remain with the **cavalry** and was commissioned as a **cornet** (second lieutenant) in the **4th Queen's Own Hussars** on 20 February 1895.

In 1895, during the **Cuban War of Independence**, Churchill and his fellow officer **Reginald Barnes** travelled to Cuba to observe the **Spanish** fight the **Cuban guerrillas**. In early October of 1896, he was transferred to **Bombay, British India**. Churchill came to **Bangalore** in the same year in 1896. In his book '**My Early Life**', he describes Bangalore as a city with excellent weather, and his allotted house as '**a magnificent pink and white**

stucco palace in the middle of a large and beautiful garden.' Churchill was transferred to **Egypt** in 1898. By October 1898, he had returned to **Britain** and begun his two-volume work, "**The River War**", an account of the conquest of the **Sudan** which was published the following year. Churchill resigned from the **British Army** effective from 5 May 1899.

He soon had his first opportunity to begin a **Parliamentary Career**, when he was invited by **Robert Ascroft** to be the second **Conservative Party** candidate in Ascroft's **Oldham constituency**. Ascroft's sudden death caused a double by-election and Churchill was one of the candidates. In the midst of a national trend against the Conservative Party, both seats were lost, however, Churchill impressed by his vigorous campaigning. Having **failed** at Oldham, Churchill looked about for some other opportunity to advance his career.

Churchill won the **Oldham** seat in the **1900 general election**. After his entry to the Parliament, he became closely linked to the Conservative Party. He was rejected by his electorate after his opposition to the government's military expenditure and extensive tariffs designed to shield Britain's economic power. He became associated with the **Liberal Party** and after it assumed power in 1905, Winston Churchill was made **Under-Secretary of State**. However, he had been rejected by his constituency in **Oldham**; Churchill was invited for the **Manchester North West seat**. He won the seat in the 1906 general election and remained in the position until 1908, when he was appointed as **President of the Board of Trade**. While serving in cabinet, he actively participated in opposing the proposed exorbitant expenditure for **Navy** and supported Liberal Reforms. In 1908, he brought in a **Trade Bill** set up the first minimum wages in Britain and the following year in 1909, Churchill established "**Labor exchange**", which aimed at helping unemployed people find work. In 1910, Churchill was appointed as **Home Secretary** following the major victory of the **Liberal Party** in **two consecutive general elections**. He played an important role in planning the first unemployed pension legislation in 1911, which became known as the **National Insurance Act 1911**. In July 1917, Churchill was elected as **Minister of Munitions**. In 1924, Churchill won the seat for **Epping** as an **independent candidate** in the general election and the following year in 1925, he formally **rejoined the Conservative Party**.

On 3 September 1939, British declared war against **Germany**, with this

Churchill was again elected **First Lord of Admiralty** and became a member of the **war cabinet**. The Prime Minister **Chamberlain** resigned after the **German** invasion of **Norway** and Churchill was invited to form the all party government, and **Churchill became the Prime Minister**. Though the **World War-II** ended with a landslide victory of British and allied countries, **Winston Churchill lost the 1945 election** and became a leader of the opposition. His **success** came with the general election of 1951, when he was again elected **Prime Minister** for a second term.

****Quotes****

- **“Success is the ability to go from one failure to another with no loss of enthusiasm.”**
- **“A school has nothing to do with education. It’s just an institution of control, where basic skills are taught.”**

(31)Jack Ma



- **Native Name:** - Ma Yun
- **Born:** - September 10, 1964, Hangzhou, Zhejiang, China.
- **Occupation:** - Founder and Chairman of **Alibaba Group**.

At an early age, Jack Ma developed a desire to learn English, so he rode his bicycle each morning to a nearby hotel to converse with foreigners. He guided foreigner around the city for free to practice and improve his English. He did this for nine years. He became **pen pals** with one of these foreigners, and she nicknamed him “**Jack**”, because his real Chinese name was too difficult to pronounce.

Later in his youth, although Jack Ma **failed the university entrance exam three times**, he attended the **Hangzhou Teacher’s Institute (now Hangzhou Normal University)** and graduated in 1988 with a **Bachelor’s degree in English**. And later in his career, he enrolled at Beijing-based **Cheung Kong Graduate School of Business**, graduating in 2006.

After graduating from the Hangzhou Teacher’s Institute, he applied for 30 different jobs and got **rejected**. “I went for a job of the **police**; they said, ‘**you are not good**’” Jack Ma told Charlie Rose (American journalist). “I even went **KFC** when it came to my city. Twenty-four people went for the job. Twenty-three were accepted. I was the only guy...”

In 1994, Jack Ma heard about the **internet**. In early 1995, he went to the **US** and with his friend’s help he got introduced to the internet. During his first encounter he searched the word ‘**beer**’. Although he found the information related to beer from many countries, he was surprised to find none from China. Further, he tried to search for general information about China and again was surprised to find none. So he and his friend created an ‘**ugly**’ website related to China. Within five hours of creating the website he

had received emails from some Chinese wishing to know about him. This is when Jack Ma realized that the internet had something great to offer. In April 1995, Jack Ma, his wife and a friend collected \$ 20,000 and started an internet company. Their company was dedicated to creating websites for companies. He named their company '**China Yellow Page**'. Within three years, his company had made \$ 800,000.

In 1999, he returned to Hangzhou with his team to found **Alibaba** (e-commerce Company), a China-based business-to-business marketplace site in his apartment with a group of 17 friends.

When Jack Ma founded **Alibaba**, he was met with more obstacles. The brand did not turn a profit for first three years, and Jack Ma had to get creative. One of the company's main challenges was that it had no way to make **payments** and no banks would work with him.

Jack Ma decided to start his own payment program called **Alipay** in 2003 (third-party payment provider). The program transfers payments of different currencies between international buyers and sellers.

"So many people I talked to at that time about Alipay, they said, 'this is the stupidest idea you have ever had'" he said. "I did not care if it was stupid as long as people could use it." According to China Sales Co; an official global partner and system provider for Alipay, as of January 2015, there were over 900 million Alipay accounts. Among these accounts, 350 million are registered users- almost triple the size of its **US rival PayPal**.

Jack Ma from 2003 founded **Taobao Marketplace**, **AliMama**, and **Lynx** to improve the global e-commerce system.

After the rapid rise of **Taobao**, eBay offered to purchase the company. However, Jack Ma rejected eBay offer. Instead, receiving support from **Yahoo** co-founder **Jerry Yang** with a \$ 1 billion investment.

In September 2014, it was reported that **Alibaba** raising over **\$ 25 billion** in an **Initial Public Offering (IPO)** on the **New York Stock Exchange**. Alibaba became one of the most valuable tech companies in the world after raising \$ 25 billion, the largest **IPO** in **US financial history**. Jack Ma now serves as **Executive Chairman** of **Alibaba Group**, which is a holding company of nine major subsidiaries: - **Alibaba.com**, **Taobao Marketplace**, **Tmall**, **eTao**, **Alibaba Cloud Computing**, **Juhuasuan**, **1688.com**, **AliExpress.com**, and **Alipay**.

His ecommerce company **Alibaba** attracts around 100 million shoppers

a day. **Jack Ma** is one of the most successful entrepreneurs in the world. His **net worth** estimated \$ **23.3 billion** as of May 2016.

****Quotes****

- **“Never give up. Today is hard, tomorrow will be worse, but the day after tomorrow will be sunshine.”**
- **“The very important thing you should have is patience.”**

(32)Kunal Bahl



- **Born:** - New Delhi, India.
- **Occupation:** - **Co-founder** and **CEO** of the ecommerce platform **Snapdeal**.

Kunal Bahl had completed his initial school education at **Delhi Public School (DPS) Delhi**. On his **consecutive failure to get admission at Indian Institute of Technology (IIT)**, Kunal went to **USA** to pursue his **Bachelor's Degree in Engineering** from **University of Pennsylvania**. Later he attended the **Wharton School of Business** for **MBA degree**. While studying in USA, Kunal started a **detergent company** and worked to sell his product in **WalMart Stores**. Kunal worked with **Microsoft** for a short period as he was deported from USA to India due to some visa issues in 2008.

Kunal Bahl decided to start a business with his school friend **Rohit Bansal** after the short stint at **Microsoft**; Rohit was with capital one. They choose an **offline couponing business** in 2008 and named it **MoneySaver**. 15000 coupons were sold in three months and it was the time to take the business to the next level.

It was after they met investor **Vani Kola** that the venture really took off. The first meeting did not go well, but after another round of discussion, **Vani Kola's venture capital firm** decided to invest in **Snapdeal**. Initially started as an offline business, **Snapdeal** went **online on February 4, 2010**. It was a bumpy ride in the first few months. Mistakes were made, but lessons were learned. It was the kind of hard work and diligent attempt to offer the best to the customers that gave **Snapdeal** its initial success.

However the biggest decision of the founders came in November 2011. Inspired by the founder of **Alibaba-Jack Ma**, Rohit and Kunal wanted to create something on similar ways. The deals business from **sellers** were shut

down and an **online marketplace for sellers were opened** instead.

It was a make or break decision. Snapdeal had a huge market share in the deals business at that time and starting something new was very risky and the move surprised the investors too. At that point of time, eBay was the only online marketplace in India.

When Kunal and Rohit managed to gain the nod from the board, the present form **Snapdeal** took shape. The very fact that **Snapdeal** is valued at **billion dollars** today is an evidence of the vision of its founders. Currently, more than **50,000 sellers** sell around **5 million products** on Snapdeal. The company's fast growth in a short span has been a remarkable journey.

Now Snapdeal is one of the fastest growing e-commerce companies in India with the largest online marketplace. In just two years, the company went from scrapping their coupon business and starting an online marketplace to become a billion dollar company. Its year on year growth is almost 600%. The average age of workforce at Snapdeal is 25. Their innovation, change, honesty, hard work, diligence, and ownership drive them to rise for greater success.

****Quotes****

- **“Speed of innovation has to be so fast. You have to put many irons in the fire today so that they start firing later.”**
- **“Keep learning: No one, however gifted and talented, can know and experience everything. Hence, it is important to draw learnings from others’ experiences and mistakes.”**

(33)Steven Spielberg



- **Full Name:** - Steven Allan Spielberg
- **Born:** - December 18, 1946, Cincinnati, Ohio, U.S
- **Occupation:** - Filmmaker.

While Spielberg was 3 years old, his family moved to **Haddon Township, New Jersey**, where his father took a job. Three years later, the family moved to **Phoenix, Arizona**, where Spielberg attended **Hebrew School** from 1953 to 1957. Steven Spielberg was born in an **Orthodox Jews** family. As a child, Spielberg faced difficulty reconciling being an orthodox Jew with the perception of him by other children he played with. "It is not something I enjoy admitting", he once said, "but when I was seven, eight, nine years old, God forgive me, I was embarrassed because we were orthodox Jews. I was embarrassed by the outward perception of my parents' Jewish practices. I was never really ashamed to be Jewish, but I was uneasy at times." Spielberg also said he suffered from acts of **Anti-Semitic** prejudice and bullying: - "In high school, I got smacked and kicked around. Two bloody noses. It was horrible."

His first home movie was of a train wreck involving his toy **Lionel trains**, at the age of 12. Throughout his early teens, and after entering high school, Spielberg continued to make amateur 8 mm '**adventure**' films.

In 1958, he became a **Boy Scout** (a membership of **Boy Scouts of America**, which provides youth training in character, citizenship, mental and personal fitness) and fulfilled the requirement for the photography merit badge by making a **nine-minute 8 mm film** entitled **The Last Gunfight**. At the age of 13, while studying at **Arcadia High School** in Phoenix, Spielberg won a prize for a **40-minute war film** he titled **Escape to Nowhere**, using a cast composed of other high school friends. That motivated him to make 15

more amateur 8 mm films.

In 1963, at the age of 16, Spielberg wrote and directed his first independent film, a 140 minute science fiction adventure called **Firelight**, which would later inspire **Close Encounters**. The film was made for \$ 500, most of which came from his father, and was shown in local cinema for one evening, which earned back its cost.

After attending **Arcadia High School in Phoenix** for three years, his family next moved to **Saratoga, California**, where he later graduated from **Saratoga High School** in 1965. His parent divorced while was still in school. Soon after graduating high school, Spielberg moved to **Los Angeles**, staying initially with his father. His long-term goal was to become a **film director**.

In Los Angeles, he applied to the **University of Southern California's Film School**, but was turned down because of his '**C**' grade average. He then applied to **California State University, Long Beach**, and was admitted with majored in **English**.

While still a student in university, he was offered a small unpaid job at **Universal Studio** with the editing department. He was later found the opportunity to make a short film for theatrical release, the 26-minute, 35 mm, **Amblin**, which he wrote and directed. Studio's vice president **Sindey Sheinberg** was impressed by the film, which had won the number of awards, and offered Spielberg a seven-years directing contract. It made him the youngest director ever to be signed for long-term deal with a major Hollywood Studio. He subsequently **dropped out of California State University** to begin professionally **directing TV productions** with **Universal Studio**.

In a career spanning more than four decades, Spielberg's films covered many themes and genres. Spielberg's early science-fiction and adventure films were seen as archetypes of modern **Hollywood blockbuster filmmaking**. In later years, his film began addressing **humanistic** issues such as the **Holocaust** (in **Schindler's list**), the **transatlantic slave trade** (in **Amistad**), **war** (in **Empire of the Sun**, **Saving Private Ryan**, **War House** and **Bridge of Spies**), and **terrorism** (in **Munich**). His other films include **Close Encounters of the Third King**, the **Indiana Jones film series**, and **AI (Artificial Intelligence)**.

Spielberg won the **Academy Award** for **best director** for **Schindler's List (1993)** and **Saving Private Ryan (1998)**. Three of Spielberg films- **Jaws**

(1975), E.T the Extra Terrestrial (1982), and Jurassic Park (1993) achieved box office records, originated and came to epitomize the blockbuster film. **Jurassic Park** eventually became the highest grossing film all time with \$ **914.7 million**.

The unadjusted **gross** of all Spielberg-directed films **exceeds \$ 9 billion worldwide**, making him the **highest-grossing director in history**. His personal net worth is estimated to be more than \$ 3 billion.

Although he was turned down by the '**University of Southern California's Film School**' because of low grade, but his enthusiasm in film making inspired him to learned through experience and practices rather than earning certificates 'or' degrees of the University.

****Quotes****

- **"I don't dream at night; I dream at day, I dream all day, I dream for living."**
- **"Whether in success or failure, I'm proud of every single movie I have ever directed."**
- **"Rejected from a prestigious film school three times. The same film school now has a building named after him."**

(34)Amitabh Bachchan



- **Born:** - 11 October 1942, Allahabad, Uttar Pradesh, India.
- **Occupation:** - Actor, Singer, Producer, Television Presenter.

Amitabh Bachchan was born in Allahabad, Uttar Pradesh, India. His ancestors hailed from a village called **Babupatti** in the **Raniganj Taluka** of **Pratapgarh district** in **Uttar Pradesh**. His father **Harivansh Rai Bachchan** was a **Hindi Poet** and his mother **Teji Bachchan** was a **Sikh** from **Faisalabad, Punjab**.

Amitabh was initially named **Inquilab**, inspired by phrase **Inquilab Zindabad** popularly used during the Indian Independence Struggle. In English, Inquilab Zindabad means- “Long live the revolution.” However, at the suggestion of fellow poet **Sumitranandan Pant**, Harivansh Rai changes the boy’s name to **Amitabh**, which means- “the light that will never die.” Although his surname was **Srivastava**, his father had adopted the pen name **Bachchan** (means- “childlike”). Bachchan has become the surname for all of his immediate family.

Amitabh Bachchan began his studies in **Boys High School; Allahabad** and then went to **Sherwood College**, a boarding school in the hills of **Nainital**. He later attended **Kirori Mal College** of **Delhi University** to pursue his **Bachelor of Science** degree. His mother Teji had a keen interest in theatre and was offered a feature film role, but she preferred her domestic duties. Teji had some influence on Amitabh Bachchan’s choice of career as an actor.

After completing his education in Kirori Mal College, he went eastward to **Calcutta (now Kolkata)** to earn his livelihood. His first job was with **Shaw Wallace** and he later worked as a freight broker for the shipping firm **Bird**

and Co. By 1968, spent 7 years in the great city **Calcutta**, young Amitabh had decided to give it all up, because he wanted to spend his life doing what he wanted to do and he wanted to act.

Amitabh Bachchan boarded a train that took him to the city of opportunity and dream- **Bombay (now Mumbai)** to start his acting career. For some time it seemed that Amitabh's unconventional looks and great height see him make his way back to a life of dejection. Every filmmaker that he approached thought he was too tall at 6 feet 3 inches. They thought him a bit too dark to be exposed on film.

In desperation Amitabh tried to use the one other unique characteristic that he had, his deep baritone. But here too, **he failed**. He was rejected by the **All India Radio** after an audition test.

Amitabh Bachchan made his film debut in 1969 as a **voice narrator** in **Mrinal Sen's** National Award Winning film **Bhuvan Shome**. His first acting role was as one of the seven protagonists in the film **Saat Hindustani**.

He first gained popularity in the early 1970s as the **Angry Young Man of Hindi Cinema**, and has since become one of the most prominent figures in the history of Indian Cinema.

On 26 July 1982, while filming **Coolie** movie, Amitabh Bachchan suffered a near fatal intestinal injury during the filming of a fight scene with co-actor **Puneet Issar**. Nevertheless, he resumed filming later that year after a long period of recuperation. The film was released in 1983, and parity due to the huge publicity of the Bachchan's accident, the film was a box office success and the top grossing film that year.

In 1984, Amitabh Bachchan took a break from acting and briefly entered into **politics** in support of long-time family friend **Rajiv Gandhi**. He contested **Allahabad's seat of 8th Lok Sabha** against **H.N Bahuguna**, former **Chief Minister of Uttar Pradesh** and won by one of the highest victory margins in **general election** history. His political career, however, was short-lived; he resigned after three years, calling politics a cesspool.

In 1995, Amitabh started **Amitabh Bachchan Corporation Ltd (ABCL)** that specialized in film production and event management. ABCL has done everything in entertainment business, i.e. - making films, distribution of films, selling music rights, managing big events, television production etc.

The first year of the company did achieve its target turnover of Rs 65

crore and made a profit of Rs 15 crore. But the growth was not substantiated in the second year onwards. ABCL's biggest mistake was to organize a pageant of Miss World Bangalore. This event has loaded biggest liability on ABCL. In 1999, ABCL was facing a liquidity crunch, many movies got flopped. Huge funds were blocked in production and distribution of films. The company was not able to pay even the salaries of staff.

Main creditor **Canara Bank** and India's public broadcaster **Doordarshan** had made a case against ABCL in **Bombay High Court**. Bombay High Court has given decision against ABCL and directed Bachchan to **sell his bungalow 'Prateeksha'** and two **flats** to clear all debt. Bachchan had mortgaged his bungalow to **Sahara India Finance** for raising funds for his company. With these funds, he could not clear all debt. **The Indian Board for Industrial and Financial Reconstruction** declared Amitabh Bachchan Corporation Ltd a **'sick'** company with a debt of US \$ 14 million.

His friend **Subrata Roy** of **Sahara Group** and **Amar Singh** of **Samajwadi Party** general-secretary helped him a lot during his bad time.

In 1999, in a **BBC Online Poll**, Amitabh Bachchan was named the **Superstar of the Millennium**.

"In the year 2000, when the entire world was celebrating the new century, I was celebrating my disastrous fortune. There were no films, no money, no company, many legal cases against and the tax authorities had put notice of recovery on my home."

His first break at this bad time was **Mohabattein** movie of **Yash Chopra**. Amitabh Bachchan was back in action by 2000, this time on the small screen with **Kaun Banega Crorepati** popular television show known as **KBC** in short. This show was a big success and it has revived his fortunes along with the participants and **STAR Plus Channel**. It is estimated that Bachchan earned Rs 15 crore for 85 episodes of the show. Brand endorsement like the **ICICI Bank** helped him to get big money and he could pay back- creditors and clean up ABCL balance sheet.

In June 2000, he became the first living Asian to have a wax statue erected in his honor at **Madame Tussaud's museum in London**.

Imagine starting your career from zero worth at the age of retirement! At sixty plus Amitabh Bachchan's career graph is touching sky like a rocket.

Now Amitabh Bachchan has a net worth around \$ 400 million. According to Forbes- World's Highest-Paid Celebrities in 2015, Amitabh

Bachchan placed a rank #71 with earnings of \$ 33.5 million in 2015.

****Quotes****

- **“That which lasts long, is not easily got. That which easily got, does not last long.”**
- **“I don’t use any techniques; I am not trained to be an actor. I just enjoy working in films.”**

(35)[Akio Morita](#)



- **Born:** - 26 January 1921, Nagoya, Aichi, Japan
- **Died:** - 3 October 1999, Tokyo, Japan
- **Known for:** - Co-founder of **Sony Corporation**.

Akio Morita came from a family with a long tradition of sake brewing and was expected to follow in the family business. Instead family business, he showed an early interest in technology, eventually attending **Osaka Imperial University** and graduating in 1944 with a degree in **physics**.

He was later commissioned as a **sub-lieutenant** in the **Imperial Japanese Navy**, and served in **World War-II**. During his service, Akio Morita met his future business partner **Masaru Ibuku** in the Navy's Wartime Research Committee. Akio Morita and Masaru Ibuku together worked to develop thermal guidance systems and night-vision devices.

After the war, he was offered a teaching position at **Tokyo Institute of Technology**, but once he read a newspaper article about Masaru Ibuku opening a research lab and went to visit him. Akio Morita and Masaru Ibuku formed a partnership.

In 1946, they started **Tokyo Telecommunications Engineering Corp.** in a bombed-out department store in the ruins of post-war Tokyo. Masaru Ibuku focused on engineering and product design, while Akio Morita handled marketing, personnel, and financing. Their first product was an **automatic rice cooker** that unfortunately didn't cook rice so much as burn it, selling less than 100 units. It was a **failure**.

Since, there was not much of a consumer market in post-war Japan because the economy had been devastated by the war, so Akio Morita looked to the **West** as a market for his products. Many Japanese companies enjoyed modest success by building cheap products developed in the west,

but Akio Morita wanted to develop new and innovative products of his own.

They wanted to develop a tape recorder, but could not find a source for magnetic tape. They had to make their own tape by grinding up magnets to make powder and sticking the powder to strips of paper so that they could test their prototypes. They perfected Japan's first **magnetic tape recorder** in 1950, and after some aggressive marketing by Akio Morita, it was a modest success.

By 1955, Akio Morita was trying to design a pocket-sized radio for the **American market**, but the smallest radio they were able to make was a little too large. He solved that problem by having his salesman wear shirt with larger pockets, so that they could slip the radio in and out of their shirt pocket during demonstrations. This was the first commercially successful **transistor radio** and was very popular around the world.

Akio Morita had a corporate vision that was global in scope. He realized that brand-name identification was as important as good products to the company's success. Tokyo Telecommunications Engineering Corp. was quite long phrase, and wanted to name that would be easy to pronounce and easy to remember. In 1958, he changes the company's name to **Sony** (Sony was derived from Latin- "**Sonus**"- which means "**Sound**").

In 1960, he established an American Subsidiary called **Sony Corporation of America**. In 1961, Under Morita's direction, Sony became the first Japanese company to sell its shares on the **New York Stock Exchange**. In addition, he moved himself and his family to the **United States** for a year in 1963 in order to better understand American business practices and American ways of thinking. Once Sony products began to sell well internationally, Morita opened factories in the United States and Europe in addition to those in Japan.

During 1970s, portable tape players were popular in America, but they were big and heavy. Akio Morita had an idea for a small-battery powered tape player with headphones, so that a person could hear music and still have mobility. Many people in the industry believed that a tape player without a record function would never catch on, but Akio Morita knew he could make the device much smaller and more portable without it. Morita's thinking was right, and **Sony's Walkman** had been one of the most successful electronics products ever, with over 250 million units sold since its debut in 1979.

Since Morita's passion was an innovation. Sony developed the first successful battery-powered –portable TV, the Trinitron picture tube which sets a new standard quality of color TV, and the first color home video recorder called Betamax. Sony also developed several other media products- floppy drive, video tape, audio CD in a joint partnership with **Philips**.

Akio Morita suffered a stroke in 1993 during a game of tennis. On November 25, 1994, he stepped down as Sony's Chairman. On October 3, 1999, Morita died of Pneumonia at the age of 78. At the time of his death, Akio Morita was most famous Japanese citizen of the world and Sony was the best consumer brand in the United States.

****Quotes****

- **“If you go through life convinced that your way is always best, all the new ideas in the world will pass you by.”**
- **“No theory, no plan, no system of government can assure the success of an enterprise. Only people can do this.”**

(36)Colonel Sanders



- **Full Name:** - Colonel Harland David Sanders
- **Born:** - September 9, 1890, Henryville, Indiana, U.S
- **Died:** - December 16, 1980, Louisville, Kentucky, U.S
- **Known for:** - Founder of **Kentucky Fried Chicken (KFC)** restaurant chain.

At the age of 5, **Colonel David Harland Sanders's** father was died. His mother obtained work in a **tomato cannery** and the young Harland Sanders was required to look after and cook for his siblings. By the age of 7, he was reportedly skilled with bread and vegetables, meat, the children foraged for food while their mother was away for days at a time for work. When he was 10, he began to work as a farmhand for the local farmer.

In 1902, Harland Sanders's mother remarried, and the family moved to **Greenwood, Indiana**. Harland Sanders had a tumultuous relationship with his stepfather. In 1903, he dropped out **seventh grade** and went to live and work on a nearby farm. He then took a job of **painting horse carriages** in **Indianapolis**. When he was 14, he moved to Southern Indiana to work as a farmhand for two years.

In 1906, Harland Sanders moved to his uncle in **New Albany, Indiana**. His uncle worked in the **Streetcar Company**, and secured a job as a conductor for Harland Sanders.

In October 1906, Harland Sanders falsified his date of birth and enlisted in the **US Army**, and completing his service commitment as a **teamster in Cuba**. He was honorably discharged in February 1907 and moved to **Sheffield, Alabama**, where an uncle lived. There, he met his brother **Clarence**, who had also moved there in order to escape their stepfather. His uncle worked for the **Southern Railway**, and secured **Sanders** a job there as

a **blacksmith's helper** in the workshop. After two months, Sanders moved to **Jasper, Alabama**, where he got a job of cleaning out the ash pans of trains from the **Northern Alabama Railroad**. Sanders progressed and became a **fireman** at the age of 17.

In 1909, Harland Sanders found laboring work with the **Norfolk and Western Railway**. He then found work on the **Illinois Central Railway** as a fireman. By night, Harland Sanders **studied law** by correspondence through the **La Salle Extension University**. Sanders lost his job at Illinois after brawling with a colleague and moved to work for **Rock Island Railroad**. After a while, Sanders began to practice law in **Little Rock**, which he **did for three years**, earning enough in fees for his **family (wife, 1 son and 2 daughters)** to move with him. After that, Sanders moved back to his mother in **Henryville, Indiana**, and went to work as a laborer on the **Pennsylvania Railroad**.

In 1916, the family moved to **Jeffersonville**, where Sanders got a job of selling **life insurance** for the **Prudential Life Insurance Company**. Later he moved to Louisville and got a sales job with **Mutual Benefit Life of New Jersey**.

In 1920, Sanders established a **ferry boat company**, which operated a boat on the **Ohio River**. He canvassed for funding, becoming a minority shareholder himself, and was appointed secretary of the company. The ferry was an instant success. Around 1922, he took a job **as secretary** at the **Chamber of Commerce in Columbus, Indiana**. He admitted to not being very good at the job, and resigned after less than a year. Sanders cashed in his ferry boat company shares for \$ 22,000 (now \$ 306,000 approx.) and used the money to establish a company manufacturing **Acetylene Lamps**. The venture failed after **Delco** introduced an **electric lamp** that they sold on credit.

Sanders moved to **Winchester, Kentucky**, to work as a salesman for the **Michelin Tire Company**. He lost his job in 1924 when Michelin closed their New Jersey manufacturing plant. In the same year, by chance, he met the general manager of **Standard Oil of Kentucky**, who asked him to run a **service station** in **Nicholasville**. In 1930, the station closed as a result of the Great Depression.

In 1930, the **Shell Oil Company** offered Sanders a service station in **North Corbin, Kentucky**, rent free, in return for paying them a percentage of sales. Sanders began to serve **chicken dishes** and other meals such as

country ham and **steaks**. Initially, he served the customers in his adjacent living quarters before opening a restaurant. In 1939, food critic **Duncan Hines** visited **Sanders' Restaurant** and included it in **Adventure in Good Eating**, his guide to restaurants throughout the U.S.

In July 1939, Sanders acquired a motel in **Ashville, North Carolina**. By July 1940, Sanders had finalized his **Secret Recipe** for frying chicken in a pressure fryer that cooked the chicken faster than pan frying. As the U.S entered into **World War-II** in December 1941, gas was rationed, and as the tourists dried up, Sanders was forced to close his Ashville motel. Then he went to work as a supervisor in **Seattle, Washington** until the later part of 1942 and in the same year he sold **Ashville Business**. He later works in **cafeterias** for the government at an **ordnance works** as an assistant cafeteria in **Oak Ridge, Tennessee**.

In 1952, Harland Sanders franchised "**Kentucky Fried Chicken**" for the first time to **Pete Herman** of **South Salt Lake, Utah**, the operator of the **city's largest restaurant**. The restaurant triples its sales within a year with 75% of the revenue coming from sales of Sanders' fried chicken.

Kentucky Fried Chicken (KFC) Company grew and expanded faster than he could have ever imagined. In 1964, at the age of 74, Sanders sold the company for US \$ 2 million to a group of investors lead by **Jack C Massey** and **John Y Brown Jr**. He retained the rights to the **Canadian franchises** and become a **salaried brand ambassador**.

He was turned down many times before his idea was first accepted in 1952. Most folks chalked him up for being a crazy man in a **White Suit**. But he persisted. During his life, he worked many odd jobs. But it was ultimately his love for cooking that brought him financial salvation.

By the time of Sanders' death in 1980, there were an estimate **6,000 Kentucky Fried Chicken (KFC) outlets** in 48 countries worldwide, with US \$ 2 billion (now \$ 5.7 billion) of sales annually.

****Quotes****

- **"I think each of the failures I had to face provided me with the opportunity of starting again and trying something new."**

- **“I have only had two rules: - Do all you can and do it the best you can. It’s the only way you ever get that feeling of accomplishing something.”**

(37)Sir James Dyson



- **Born:** - 2 May 1947, Cromer, Norfolk, England, UK
- **Occupation:** - Investor, Industrial Designer, Founder of the **Dyson Company**.
- **Net Worth:** - \$ 4.9 billion (2015).

James Dyson was born in **Cromer, Norfolk, England** to **Alac Dyson** and **Mary**. His father was a teacher. Dyson attended **Gresham's School**, a boarding school in **Holt, Norfolk**, from 1956 to 1965, during this period his father died of cancer. After graduating from Gresham's School, he spent one year (1965-1966) at the **Byam Shaw School of Art**, and then studied **furniture** and **interior design** at the **Royal College of Art** (1966-1970) before moving into **Engineering**.

In 1970, while studying at Royal College of Art, Dyson helped to design the **Sea Truck**. His first original invention the **ballbarrow** was modified version of a **wheelbarrow** using a ball instead of a wheel. Dyson stuck with the idea of a ball which his brother had thought of inventing the **trolleyball**, a trolley that launched the boats. He then designs the **wheeboat**, which could travel at speeds of 64 km/hours on both land and water.

In the late 1970s, Dyson had the idea of using **cyclonic separation** to create a **Vacuum Cleaner** that would not loss suction as it picked up dirt. He became frustrated with his **Hoover Company's** vacuum cleaner, because the dust bag in the vacuum cleaner becoming the clogged with loads of dust thus reducing suction. Hence the idea of the **bagless vacuum cleaner** by using cyclonic technology was born in the mind of Dyson.

Partly supported by his wife's salary as an art teacher; Dyson developed

5,127 prototype designs between 1979 to 1984, of which **5,126 were failures**, the **5,127th prototype** vacuum cleaner, a red and blue machine brought Dyson little success, but he struggled to find a license for his machine in the **UK** and **America**. Manufacturing companies like **Hoover** did not want to license the design, probably because the vacuum bag market was worth **\$ 500 million** so the Dyson was a threat to their profits.

The only company that expressed interest in the new cyclonic vacuum technology was Dyson's former employer **Rotork**. Build by **Italian** appliance maker **Zunussi** and sold by **Kleeneze** through **mail order catalog**. The **Kleeneze Rotork Cyclone** was first publicly sold vacuum cleaner of Dyson's design. Only about 500 units were sold in 1983.

In 1985, a **Japanese** company **Apex Ltd** expressed interest in licensing the Dyson's design and in March 1986 a reworked version of the cyclonic vacuum cleaner called **G-Force** was put into production and sold in **Japan** for the equivalent of \$ 2,000. The G-Force had an attachment that could turn it into a table to save space in small **Japanese apartments**. In 1991, it won the **International Design Fair Prize in Japan**, and became a status symbol there.

Using the income from the Japanese license, James Dyson set up a **Dyson Appliances Ltd** in 1991. The first dual-cyclone vacuum cleaner built under the Dyson name the **DA001** was produced by American company **Phillips Plastics** in a facility in **Wrexham, Wales**. Due to quality control concerns and Phillips's desire to renegotiate the terms of their contract to build the vacuum cleaner, Dyson severed the agreement in May 1993. Within two months Dyson set a new production facility in **Chippenham, Wiltshire, England**; the first vacuum cleaner build in the new facility was completed in 1 July 1993. The **DA001** was soon replaced by the almost identical vacuum cleaner called **DC01**.

Even though market research showed that people wouldn't be happy with a transparent container for the dust, Dyson and his team decided to make a transparent container anyway and this turned out to be a popular and enduring feature which has been heavily copied. The **DC01** became the best selling vacuum cleaner in the **UK** in just 18 months.

The company introduced a cylinder machine the **DC02**, and produced a number of special editions and revised models- **DC01 Absolute**, **DC02 De Stijl**, **DC04**, **DC05**, **DC06**, **DC04 Zorbster**. On 2 January 2001, the company

name was shortened from **Dyson Appliances Ltd** to simply **Dyson Ltd**. In April of that year the **DC07**, a new upright vacuum cleaner using “**Root Cyclone**” technology with seven cyclone funnels instead of the original dual-cyclone design was launched. By 2009 Dyson began creating other technologies: - the **Airblade Hand Dryer**, the **Multiplier Bladeless Fan**, **Dyson Hot**, and the **Bladeless Fan Heater**.

Today, Dyson is worth over \$ 5 billion all because of his refusal to give up. He struggled through times of failure, sorrow, and regret, but he persevered.

****Quotes****

- **“Enjoy failure and learn from it. You can never learn from success.”**
- **“Failure is an enigma. You worry about it, and it teaches you something.”**

(38)Mark Cuban



- **Born:** - July 31, 1958, Pittsburgh, Pennsylvania, U.S
- **Occupation:** - American Businessman and Investor.
- **Net Worth:** - \$ 3.2 billion (as on February 2016).

Mark Cuban's first step into the business world occurred at the age of 12, when he sold garbage bags to pay for a pair of expensive basketball shoes. At age 16, Cuban took advantage of a **Pittsburgh Post Gazette** newspaper by running from **Cleveland** to **Pittsburgh**. Despite a slightly privileged upbringing, it is said he lived off ketchup and mustard sandwiches at points in his early life.

Rather than attending high school for his senior year, he enrolled as a full-time student at the **University of Pittsburgh**, where he joined the **Pi Lambda Phi** international fraternity. While attending the University of Pittsburgh, he held a variety of jobs, including a bartender, disco dancing instructor, and a party promoter. After one year at the University of Pittsburgh, he transferred to **Indiana University's Kelley School of Business** in **Bloomington, Indiana** and graduated in 1981 with a **B.Sc.** in Business Administration. He chose Indiana's Kelley School of Business without even visiting the campus because "it had the least expensive tuition of all the business schools on the top 10 list."

In 1982, Mark Cuban moved to **Dallas, Texas** where he first found work as a bartender, and then as a salesperson for **Your Business Software**, one of the earliest PC software retailer in Dallas. He was fired less than a year later, after meeting with client to procure new business instead of opening the store.

Mark Cuban started a company **Microsolutions** with support from his previous customers from Your Business Software. The Microsolutions was initially a system integrator and software reseller. The company was an early proponent of technologies such as **Carbon Copy**, **Lotus Notes**, and **CompuServe**. In 1990, Mark Cuban sold Microsolutions to **CompuServe**- then a subsidiary of **H&R Block**- for \$ 6 million. He made approximately \$ 2 million after taxes on the deal.

In 1995, Mark Cuban and fellow Indiana University alumnus **Todd Wagner** started **AudioNet**, combining their mutual interest in **Indiana Hoosier college basketball** and **Webcasting**. With the single server and an ISDN line, AudioNet became **Broadcast.com** in 1998. By 1999, Broadcast.com had grown to 330 employees and \$ 13.5 million in revenue for the second quarter. In the same year, Broadcast.com helped to launch the first live streamed **Victoria's Secret Fashion Show**. That year, during the **dot com boom**, Mark Cuban and his co-founder Todd Wagner sold their video portal Broadcast.com to **Yahoo** for **\$ 5.7 billion** in stock in 1999.

After the sale of Broadcast.com, Mark Cuban diversified his wealth to avoid exposure to a market crash. The **Guinness Book of Records** credits Mark Cuban with the "largest single e-commerce transaction" after he paid \$ 40 million for his Gulfstream V jet in October 1999.

In 2000, Mark Cuban purchased **NBA** team **Dallas Mavericks**. The team had been suffering from poor management decisions and low morale, but once Mark Cuban became the owner, he took initiative to boost the spirit of his players. The team went on to perform well and in 2006 made it to the finals of the NBA. Subsequently the team **won the NBA title in 2011**.

Mark Cuban along with partner Todd Wagner founded a media group named **2929 Entertainment** in 2003. 2929 co-powered a renewed version of the television show '**Star Search**' that year. The same year the partners purchased **Landmark Theatre**- the largest movie theatre chain in USA.

In November 2003, Mark Cuban introduced **High Definition Television** into the market; he was the co-founder of **AXS TV**- the primary **HD Satellite TV Network**.

In 2004, Mark Cuban in collaboration with **ABC Television** launched a reality series '**The Benefactor**'. However, due to low rating, the show went off the air shortly after its launch. He also owned the **Internet Search Engine- Ice Rocket** that was launched in 2004.

In April 2007, Mark Cuban partnered with **Mascot Books** to publish his first children's book **"Let's Go, Mavs!"** In November 2011, he wrote a 30,000 word e-book, **"How to Win at the Sport of Business: If I Can Do It, You Can Do It"**, which he described as **"a way to get motivated."**

In 2011, Mark Cuban was No. 211 of **Forbes** list of the **World's Richest People** with a net worth of \$ 2.6 billion.

****Quotes****

- **"Doesn't matter how many times you have failed, you only have to be right once?"**
- **"I wouldn't be where I am now if I didn't fail a lot. The good, the bad, it's all part of the success equation."**
- **"Success is not defined by your wallet. It's defined by waking up with a smile on your face, knowing it's going to be a great day."**

(39)Stephen King



- **Full Name:** - Stephen Edwin King
- **Pen Name:** - Richard Bachman
- **Born:** - September 21, 1947, Portland, Maine, U.S
- **Occupation:** - Novelist, Short Story Writer, Screenwriter, Actor, Television Producer, Singer, Musician.

While Stephen King was two years old, his father (Donald Edwin King) left the family, leaving his mother to raise Stephen King and his adopted older brother David King by herself. Under great financial strain, the family moved to **Fort Wayne, Indiana** and then **Stratford, Connecticut**.

While Stephen King was 11, the family returned to **Durham, Maine**, where his mother cared for her parents until their deaths.

Stephen King attended **Durham Elementary School** and later graduated high school from **Lisbon Falls High School** in **Lisbon Falls, Maine**. He displayed an early interest in horror as an avid reader of **EC's horror comics**, including **Tales from the Crypt**.

He began writing for fun while still in school, contributing articles to **Dave's Rag Newspaper** that published by his brother with a **mimeograph machine**, and later began selling his friends stories based on a movie he had seen. Though when discovered by his teachers, he was forced to return the profits. The first of his story which independently published was **"I Was a Teenage Grave Robber"**; it was serialized over four issues (three published and one unpublished) of the **fanzine, Comic Review**, in 1965. That story was published the following year in a revised form as **"In a Half-World of Terror"** in another **fanzine, Stories of Suspense**, edited by **Marv Wolfman**.

In 1966, Stephen King attended the **University of Maine**, graduating in 1970 with a **Bachelor of Arts in English**. He wrote a column for the student newspaper **The Maine Campus** titled **“Steve’s Kings Garbage Truck”**. He also took part in a writing workshop organized by **Burton Hatlen**, and took odd jobs to pay for his studies, including janitor, gas pump attendant, and working on industrial laundry. He sold his first professional short story **“The Glass Floor”** to **Starling Mystery Stories** in 1967.

After leaving the University, Stephen King earned a certificate to teach high school, but unable to find a teaching post immediately, initially substituted his laboring wage by selling short stories to Men’s Magazine such as **Cavalier**. Many of these early stories have been republished in the collection **Night Shift**.

In 1971, Stephen King married to **Tabitha Spruce**, a fellow student at the University of Maine. That fall, Stephen King was hired as a teacher at **Hampden Academy** in **Hampden, Maine**. He contributes short stories to magazines and worked on ideas for **novels**.

Stephen King is famous for many critically acclaimed novels, most of which have been made into movies. However, Stephen King’s **fourth novel, but first published novel ‘Carrie’ was rejected 30 times before it was published on April 5, 1974**.

Not only that, Stephen King had thrown an early draft of the novel into the trash after becoming discouraged with his progress writing about a teenage girl with psychic powers in **‘Carrie’** novel. His wife retrieved the manuscript and encouraged him to finish it. His advance for **Carrie** was \$ 2500, and paperback rights later earned \$ 400,000.

Yet Stephen King’s earlier years were nothing to rave about. As a child, his family barely made ends meet, and in his later years as an English teacher, he supplemented his income by selling short stories to magazines.

Now, Stephen King has over 50 novels and has **sold over 350 million copies** of his work. It’s difficult to imagine that such a successful author was rejected so many times in his early life.

****Quotes****

- **“Talent is cheaper than table salt. What separates the talented individual from the**

successful one is a lot of hard work.”

- **“You can, you should, and if you are brave enough to start, you will.”**
- **“The scariest moment is always just before you start.”**
- **“People who try hard to do the right thing always seem mad.”**
- **“Without story books is like a person with no soul.”**

(40)John Grisham



- **Full Name:** - John Ray Grisham Jr.
- **Born:** - February 8, 1955, Jonesboro, Arkansas, U.S.
- **Occupation:** - Writer.

John Grisham Jr. was born in **Jonesboro, Arkansas, U.S**, to **Wanda Skidmore Grisham** (mother) and **John Grisham** (father). His father worked as a construction worker and cotton farmer, while his mother was a homemaker. When Grisham was four years old, his family stated travelling around south until they finally settled in **Southaven, Desoto County, Mississippi**. Despite the fact that Grisham's parents lacked formal education, his mother encouraged her son to read and prepare for college.

As a child, he wanted to become a **baseball player**, but his dream soon changed when he began focusing on his education while attending **Northwest Mississippi Community College** in **Senatobia, Mississippi**. During college life, Grisham started working in a **garden nursery**, watering bushes for \$ 1 an hour. He was soon promoted to a fence crew for \$ 1.5 an hour. He wrote about the job: - **"there was no future in it."** Later, he worked on a **highway asphalt crew** and in **departmental store** as a sales clerk. All these jobs drove him to a point of **'lunacy'** which is when he decided that he would pursue his college education seriously.

After graduating from Northwest Mississippi Community College, he attended **Mississippi State University** and graduated in 1977 with a **BS degree in accounting**. He later enrolled in the **University of Mississippi's School of Law** to become a **tax lawyer**, but his interest shifted to general **Civil Litigation**, he graduated in 1981 with a **JD (Juris Doctor) degree**.

Grisham practiced law for about a decade and won election as a **Democrat** in the **Mississippi House of Representatives** from 1983 to 1990. By his second term in the **Mississippi State legislature**, he was the **Vice-Chairman** of the **Apportionment and Elections Committee** and a member of several other committees.

Grisham said the big case came in 1984, but it was not his case. As he was in the courthouse, he overheard a **12-year-old girl** telling the jury what had happened to her. Her story inspired Grisham and he began watching the trial. He saw how the members of the jury cried as she told them about having been raped and beaten. This incident of involving the rape of 12-year-old-girl inspired Grisham to write his first novel, **"A Time to Kill"**, which took three years to complete.

After writing a first novel **"A Time to Kill"**, finding a publisher was not easy. **The book was rejected by 28 publishers** before **Wynwood Press** an unknown publisher agreed to give it a modest 5,000 copy printing. It was published in June 1989.

The day after Grisham completed his first novel **"A Time to Kill"**; he began work on his second novel **"The Firm"**, the story of an ambitious young attorney "lured to an apparently perfect law firm that was not what it appeared." **The Firm** remained on the **New York Times' bestseller list for 47 weeks**, and became the **bestselling novel of 1991**.

From 1992 to 1998, he published a series of bestselling novel such as- **The Pelican Brief, The Client, The Chamber, The Rainmaker, The Runway Jury, The Partner** and **The Street Lawyer**.

Beginning in 2001, John Grisham drew his childhood experiences in his novel **"A Painted House"**. Grisham broadened his focus from law to **other general topics**, but continued to write legal thrillers. In the same year he authored **"Skipping Christmas"**. From 2002 to 2003, he authored **The Summons, The King of Torts, and Bleachers**.

From 2004 to 2008, he authored a number of bestselling books including- **The Last Juror, The Broker, Playing for Pizza, and The Appeal**.

In 2010, Grisham started writing a series of legal thriller for children aged 9 to 12 years, the **"Theodore Boone"** series, which is a four-part series, a 13-year-old boy who gives legal advice to his classmates.

From 2011 to 2013, along with the **Theodore Boone** series, he had also authored- **The Litigators, Calico Joe, The Racketeer, and Sycamore Row**.

Although he was rejected many times in the beginning of his career, but as of 2012, his books had sold over 275 million copies worldwide.

Grisham's first bestseller was **The Firm** (1991), it sold more than seven million copies. The book was adopted into a 1993 **feature film** of the same name **The Firm** starring **Tom Cruise**, and a **2012 TV series**, which continues the story of attorney **Mitchell McDegree** and his family 10 years after the events of the film and novel.

Eight of his other novels have also been adapted into films: - **The Chamber**, **The Client**, **A Painted House**, **The Pelican Brief**, **Skiping Christmas**, **The Rainmaker**, **The Runway Jury**, and **A Time to Kill**.

****Quotes****

- **“In life, finding a voice is speaking and living the truth. Each of you is an original. Each of you has a distinctive voice. When you find it, your story will be told. You will be heard.”**
- **“Some people have more guts than brains.”**

(41)Arundhati Roy



- **Full Name:** - Suzanna Arundhati Roy
 - **Born:** - 24 November 1961, Shillong, Assam (present-day Meghalaya), India.
 - **Occupation:** - Writer, Essayist, Activist.
 - **Notable Work:** - The God of Small Things.
 - **Notable Awards:** - Man Booker Prize (1997), Sydney Peace Prize (2004).
- Arundhati Roy was born in **Shillong, Meghalaya, India** to **Rajib Roy** (father) a **Bengali Hindu** tea plantation manager from **Calcutta** and Mary Roy (mother) a **Malayali Syrian Christian** women's right activist from **Kerala**. When she was 2-years old, her parents divorced and she returned with her mother and brother to Kerala. For a time, the family lived with Arundhati Roy's maternal grandfather in **Ooty, Tamil Nadu**. When she was 5, the family moved back to Kerala, where her mother started a school.

Arundhati Roy started early education at Corpus **Christi High School, Kottayam, Kerala** and later attended **Lawrence School, Lovedale, in Tamil Nadu**.

At the age of 16, Arundhati left home and eventually enrolled at the **Delhi School of Architecture, Delhi**. There she met her first husband **Gerard Da Cunha** a fellow architecture student. Their marriage lasted four years. Both of them did not have great love for architecture, so they quit their profession and went off to **Goa**. In Goa, they make cakes and selling it on the beach to make a living. This continued for 7 months, after which Arundhati returned back to Delhi.

Arundhati Roy after returning back to Delhi, she obtained a job at the

National Institute of Urban Affairs, rented a barsati (a small rooftop room) near the Dargah at **Nizamuddin** and hired a bicycle. Once in 1984, film director **Pradeep Krishnan** saw her cycling down a street and offered her a small role of a tribal girl in the film “**Massey Saab**” (an award-winning movie). Arundhati Roy accepted the role after initial reservations. She later on, married with Pradeep Krishnan. Meanwhile, Arundhati got a scholarship to go to **Italy** for eight months to study the restoration of monuments.

After returning from Italy, Arundhati Roy linked with her husband to plan a 26 episode television serial for **Doordarshan** (a TV channel) called **The Banyan Tree**. The serial was later scrapped. She wrote screenplays for a couple of TV films- “**In Which Annie Gives It Those Ones**” and “**Electric Moon**”. Arundhati Roy also wrote screenplay for **Shekhar Kapur’s** controversial film “**Bandit Queen.**” The controversy escalated into a court case after which Arundhati Roy **retired** to private life to concentrate on her writing, which eventually resulted in the first novel “**The God of Small Things.**”

Arundhati Roy began writing her first novel “**The God of Small Things**” in 1992, completing it in 1996. The book is semi-autobiographical and a major part captures her childhood experiences in **Aymanam, Kerala**.

The publication of “**The God of Small Things**” catapulted Arundhati Roy to international fame. It received the 1997 **Booker Prize for Fiction** and was listed as one of the **New York Times Notable Books** of the year 1997. It reached the fourth position on New York Times bestselling list for independent fiction. From the beginning, the book was also a commercial success: Arundhati Roy received **half a million pounds as an advance**. It was published in May, and the book had been sold to 18 countries by the end of June.

“**The God of Small Things**” received stellar reviews in major American newspaper such as **The New York Times, Los Angeles Times** and in Canadian newspaper such as the **Toronto Star**. By the end of the year, it had become one of the five best books of 1997 by time.

In early 2007, Arundhati Roy stated that, she is working on a second novel. She contributed to **We Are One: A Celebration of Tribal Peoples**, a book released in 2009 that explores the culture of people around the world, portraying their diversity and the threats to their existence. The royalties from the sale of this book go to the indigenous rights organization **Survival**

International.

She has also written numerous essays on contemporary politics and culture. They have been collected by Penguin India in a five volume set.

****Quotes****

- **“I do what I do, and I write what I write, without calculating what is worth what and so on. Fortunately, I am not a banker or an accountant. I feel that there is a time when political statement needs to be made and I make it.”**
- **“Going to Oxford didn’t necessarily make a person clever. Cleverness didn’t necessarily make a good prime minister. If a person couldn’t even run a pickle factory profitably, how was that person going to run a whole country?”**

(42)George Bernard Shaw



- **Born:** - 26 July 1856, Dublin, Ireland.
- **Died:** - 2 November 1950, Ayot St Lawrence, Hertfordshire, England.
- **Occupation:** - Author, Playwright, Critic, Political Activist.
- **Notable Awards:** - Nobel Prize in Literature (1925), Academy Award for Writing Adapted Screenplay: Pygmalion (1938).

George Bernard Shaw was born at **3 Upper Synge Street** in **Portobello** a lower-middle-class part of **Dublin, Ireland** to **George Carr Shaw** (father) a civil servant and **Lucinda Elizabeth (Bessie) Shaw** (mother) an aspiring singer and music teacher. He was the third and youngest child in the family with two elder sisters **Lucinda (Lucy) Frances** and **Elinor Agnes**.

By the time of George Bernard Shaw's birth, his mother had become close to **George John Lee** a prominent figure well known in Dublin's musical circles. George Bernard Shaw retained a lifelong obsession that George John Lee might have been his biological father; there is no consensus among **Shavian** (relating to George Bernard Shaw) **Scholars** on the likelihood of this. The young Shaw suffered no harshness from his mother, but he later recalled that her indifference and lack of affection hurt him deeply. He found solace in the music that abounded in the house.

In 1862, Lee and Shaw agreed to share a large house, **No.1 Hatch Street** in a better part of **Dublin** and also a **country cottage** on **Balkey Hill** overlooking **Killiney Bay**. Shaw, a sensitive boy, found the less salubrious parts of **Dublin** shocking and distressing, and he was happier at the cottage. Lee's students often gave him the books which the young Shaw read avidly, as well as gaining a thorough musical knowledge of choral and operatic

works; he became familiar with a wide spectrum of literature.

From 1865 to 1871, Shaw attended four schools, all of which he hated. His experiences as a schoolboy left him disillusioned with formal education: **“School and Schoolmasters”**, he later wrote, were **“prison and turnkeys in which children are kept to prevent them disturbing and chaperoning their parents.”** In October 1871, he left school to become a **junior clerk** in a **Dublin firm of land agents** where he worked hard and quickly rose to become **head cashier**. During this period he was known as **“George Shaw”**; after 1876 he dropped the “George” and styled himself **“Bernard Shaw”**.

On June 1873, Lee left Dublin for **London** and never returned. A fortnight later **Bessie (mother)** with her two daughters, moved to London to live with her music teacher and longtime lover Lee. Meanwhile, Shaw stayed back in Dublin with his father and worked in the firm of land agents, and compensated for the absence of music in the house by teaching himself to play piano.

Early in 1876, Shaw learned from his mother that **Agnes (sister)** was dying of tuberculosis. He resigned from the land agents firm, and in March 1876- travelled to London to join his mother and **Lucy (sister)** at Agnes’s funeral. He never again lived in Ireland, and didn’t visit it for twenty-nine years.

In London, Shaw initially refused to seek clerical employment. His mother allowed him to live free of charge in her house in **South Kensington** but he nevertheless needed an income. He had abandoned a teenage ambition to become a **painter**, and he had no thought yet of **writing for a living**. But Lee found a little work for him, **ghost-writing** a musical column printed under Lee’s name in a satirical weekly **“The Hornet.”** Lee’s relations with Bessie deteriorated after their move to London. Shaw maintained contact with Lee, who found his work as a rehearsal pianist and occasional singer.

Eventually Shaw was driven to applying for office jobs. In the interim, he secured a reader’s pass for the **British Museum Reading Room** and spent most of workdays there reading and writing. His first attempt at drama begun in 1878 was a blank-verse satirical piece on a religious theme. It was abandoned unfinished, as was his first try at a **novel**.

His first completed novel **“Immaturity” (1879)** was **rejected by publishers** and did not appear until 1930s. He was employed briefly by the

Edison Telephone Company in 1879-1880. However, when the Edison firm merged with the rival **Bell Telephone Company**, Shaw chose not to seek a place in the new organization. Therefore, he pursued a full-time career as an **author**.

For the next four years Shaw made a negligible income from writing and was subsidized by his mother. Subsequently, he wrote two more novels: **The Irrational Knot (1880)** and **Love Among the Artists (1881)**, but neither found a publisher; each was serialized a few years later in the socialist magazine **Our Corner**.

The published novels, neither commercially successful were his two final efforts in this genre: **Cashel Byron's Profession (1882-1883)** and **An Unsocial Socialist (1883)**. The latter was published as a serial in **ToDay** magazine in 1884 but it did not appear in book form until 1887. **Cashel Byron's Profession** appeared in magazine and book form in 1886.

Despite the time and efforts he spent in writing novels, his novels were **failures** and widely rejected by publishers. Shaw soon turned their attention to Political Awakening, Marxism, Socialism, and Fabian Society. He joined the **Fabian Society** in September 1884. The Fabian Society was a socialist political organization dedicated to transforming English society. Shaw became heavily involved in Fabian Society even editing a famous tract: **Fabian Essays in Socialism** published in 1889.

The year he joined Fabian Society, Shaw gets involved in some writing work in the form of book reviews and art, music and theatre criticism. In 1895, he was appointed to the **Saturday Review** as a theatre critic where he served until his resignation due to illness in 1898. In the meantime, he wrote several plays, but **failed** to convince theatre producers to produce them.

Shaw's first plays were published in volumes titled **"Plays Unpleasant"**: containing **Widowers' Houses**, **The Philanderer** and **Mrs. Warren's Profession**; and **"Plays Pleasant"**: containing **Arms and the Man**, **Candida**, **The Man of Destiny** and **You Never Can Tell**. The plays were filled with healthy doses of social criticism which rooted from his Fabian Society's learning.

Toward the end of the 1890s, beginning with **Caesar and Cleopatra (1898)**, Shaw's writing came into its own and as a mature writer hitting on all spheres. Shaw established himself as a playwright through his marvelous works, including **Man and Superman (1903)**, **Major Barbara (1905)**, **The**

Doctor's Dilemma (1906), Pygmalion (1912), Androcles and the Lion (1912), and Saint Joan (1923). In 1925, Shaw was awarded the **Nobel Prize in Literature**.

Pygmalion, one of Shaw's famous plays was adapted to the big screen in 1938, earning Shaw an **Academy Award for Writing Screenplay**. Pygmalion went on to further fame when it was adapted into a musical and became hit, first on the Broadway Stage (1956) with **Rex Harrison** and **Julie Andrews**, and later on screen (1964) with **Rex Harrison** and **Audrey Hepburn**.

During his later years, Shaw enjoyed tending the gardens at Shaw's Corner. He died at the age of 94 of renal failure precipitated by injuries incurred when falling while pruning a tree. He was cremated at **Golders Green Crematorium** on 6 November 1950.

****Quotes****

- **"A life spent making mistakes is not only more honorable, but more useful than a life spent doing nothing."**
- **"Life is not about finding yourself. Life is about creating yourself."**
- **"Progress is impossible without change, and those who cannot change their minds cannot change anything."**
- **"Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last you create you will."**

(43)Michael Dell



- **Full Name:** - Michael Saul Dell
- **Born:** - February 23, 1965, Houston, Texas, U.S.
- **Occupation:** - Founder, Chairman and CEO of **Dell Inc.**
- **Net Worth:** - US \$ 22.7 billion (June 2016).

Michael Dell was born in **Houston, Texas** to a Jewish family. His father, **Alexander Dell** was an orthodontist while his mother **Lorraine Charlotte** was a stockbroker. Michael Dell received his primary education from **Herod Elementary School** in Houston. He was an ambitious young boy who learned several aspects of financial affairs from his mother and developed an early interest in entrepreneurship.

In his early teens, he loved earning money and took up a variety of odd jobs. He also sold his stamp collection for \$ 2000 which was a huge sum for a young boy. Extraordinary mature in enterprising for his age, he invested his earnings in **stocks** and **precious metals**.

Michael Dell showed an early interest in technology and business. At the age of 15, he got his first computer **Apple II**, which he promptly disassembled to see how it worked.

While studying at **Memorial High School** in Houston, he started selling subscriptions to the **Houston Post** (daily newspaper) in the summer holidays. He noticed that the method of making the **cold calls** was not much effective and devised new marketing plans to target the demographic group which proved to be more successful. Michael Dell earned \$ 18,000 that year, exceeding the annual income of his history and economics teachers.

Michael Dell knew from a young age that he wanted to be an

entrepreneur. However, his parents wanted him to become a **physician** and thus enrolled at the **University of Texas at Austin** in 1983. Even as a **pre-medical** student at the University of Texas, he did not **give up** on his entrepreneurial dreams. He started an informal business from his residential room, **assembling and selling upgrade kits for personal computers**. His business performed very well and before long he decided to **drop out** the University of Texas in order to devote more time to his business.

On January 1984, Michael Dell registered his company as **“PC’s Limited”**. Operating out of a condominium the business sold between \$ 50,000 and \$ 80,000 in **upgrading PCs, kits, and add-on components**. In May, Michael Dell incorporated the company as **“Dell Computer Company”** and relocated it to a business center in **North Austin**. The company employed a few order takers, a few more people to fulfill them, and a manufacturing staff “Consisting of three guys with screwdrivers sitting at six-foot tables.”

Michael Dell emphasized on customer’s demand and made a quality product and excellent customer service. His convictions paid off and the company’s sales grew manifold in the months to come. By 1985, the company also begun to design and build computers with purchased components.

In 1986, Michael Dell introduced a 12-megahertz 286 processor- the fastest personal computer at that time. The price of this product compared favorably with a competing computer by **IBM**, and it became a huge success. The product gained an excellent review and the company’s sales surged to \$ 60 million that year.

In 1992, aged 27, he became the youngest **CEO** of a company ranked in **Fortune Magazine’s** list of the top 500 corporations. In 1996, Michael Dell started selling computers over the web, the same year company launched its first **servers**. **Dell Inc.** soon reported about \$ 1 million in sales per day from **Dell.com**. In the first quarter of 2001, Dell Inc. captured 12.8% world market, passing **Compaq** to become the world’s largest PC maker.

In 1998, Michael Dell founded **MSD Capital L.P.** to manage his family’s investments. Investment activities include publicly traded securities, private equity activities, and real estate. On March 4, 2004, Michael Dell stepped down as **CEO** but stayed as **Chairman** of Dell Inc’s board while **Kevin Rollins** then **President** and **COO** became **President** and **CEO**. On January 31, 2007,

Michael Dell returned as **CEO** at the request of the board, succeeding Kevin Rollins.

****Quotes****

- **“You don’t have to be a genius or a visionary or even a college graduate to be successful. You just need a framework and a dream.”**
- **“Asking lots of questions opens new doors to new ideas, which ultimately contributes to your competitive edge.”**

(44)Sara Blakely



- **Born:** - February 27, 1971, Clearwater, Florida, U.S.
- **Occupation:** - Entrepreneur.
- **Known for:** - Founder and Owner of **Spanx**, Minority owner of the **Atlanta Hawks**.
- **Net Worth:** - US \$ 1 billion (September 2013).

Sara Blakely was born in **Clearwater, Florida, U.S.** Her father worked as a lawyer and mother as an artist. She attended **Clearwater High School**. After graduating high school, she attended **Florida State University**, graduating in 1993 with a degree in communication studies.

She dreamed of being a **lawyer** like her father, but she twice scored too low on her **Law School Admission Test (LSAT)** exam. After **failing** the LSAT exam, she instead accepted a job at **Walt Disney World** in **Orlando, Florida** where she worked for three months. She also occasionally worked as a **stand-up comedian** during this period.

After her short stint at Disney, Sara Blakely accepted a job with office supply company **Danka** where she sold fax machines door-to-door. She was quite successful in sales and was promoted to national sales trainer at the age of 25.

At the age of 27, Blakely relocated to **Atlanta, Georgia**, while still working at Danka, Blakely came up with a new business idea. She had a pair of white trousers, but she could not find any undergarment she liked to wear under them. As Blakely explained to **Forbes**, she created her own solution: "I cut the feet of a pair of pantyhose and it allowed me to wear a pair of great strappy sandals. I didn't see lines, but the hose rolled up at my

feet.”

Sara Blakely realized her footless taken on pantyhose could be a brilliant product. She spent two years working on a new business idea, working out the final design and registering her **patent** for this new type of shapewear. She named **Spanx** as a trademark of her products.

Blakely managed to arrange a meeting with a representative of the **Neiman Marcus Group** at which she changed into the products in the ladies restroom in the presence of the Neiman Marcus buyer to prove the benefits of her innovation. Blakely’s products were sold in seven **Neiman Marcus Stores** as a result of the meeting; **Bloomingdales, Saks** and **Bergdorf Goodman** soon followed. At around this time, Blakely sent a basket of products to **Oprah Winfrey** television program with a gift card that explained what she was attempting to develop.

In November 2000, **Oprah Winfrey** named **Spanx** a “**Favorite product**”, leading to a significant rise in popularity and sales, as well as Blakely’s resignation from Danka. Spanx achieved \$ 4 million sales in its first year and \$ 10 million in sales in its second year. In 2001, Blakely signed a contract with **QVC** the home shopping channel and sold 8,000 pairs in the first minute of operation. Over the year, she expanded her product line to include panties, bras, and other shapewear.

In March 2012, Blakely made the cover of **Forbes Magazine** as the world’s youngest self-made female billionaire. In October 2013, Blakely explained that her ambition is to design the world’s most comfortable high-heel shoe prior to retirement. As of 2014, she was listed as the 93rd most powerful women in the world by **Forbes**. And as of 2016, she ranked #90 powerful women, according to **Forbes**.

****Quotes****

- **“Failure is not the outcome- failure is not trying. Don’t be afraid to fail.”**
- **“I failed the LSAT. Basically, if I had not failed, I’d have been a lawyer and there would be no Spanx.”**

- **“Embrace what you don’t know, because what you don’t know can become your greatest asset.”**

(45) Gautam Adani



- **Born:** - 24 June 1962, Ahmadabad, Gujarat, India.
- **Occupation:** - Chairman of the **Adani Group**.
- **Net Worth:** - \$ 7 billion.

Gautam Adani was born into a Gujarati Bania family in **Ratanpol, Ahmadabad; Gujarat, India** to **Shantilal Adani** (father) and **Shanti Adani** (mother). His parents had migrated from the town of **Tharad** in the northern part of Gujarat to Ahmadabad in search of livelihood. His family was involved in the **textile** business.

Gautam Adani did his schooling from the **Shet Chimanlal Nagindas Vidyalaya (School)** in Ahmadabad. Later, he studied at **Gujarat University** but only till his second year for a **bachelor's degree in commerce (B.Com)**. He had little interest in academics and **dropped out** of Gujarat University to pursue his interest in business. He had no intention of joining his father's textile business.

Gautam Adani's enthusiasm in business encouraged him to leave Ahmadabad and move to **Mumbai** at the age of 18 with only a few hundred rupees. He started his career as a **diamond shorter** at **Mahindra Brothers** for two years and then went on to set his own diamond brokerage business in Mumbai. He made his **first million** within a year at the age of 20, a big amount during the 1980s.

Mahasukh Adani, Gautam's elder brother and an entrepreneur called Gautam back to Ahmadabad to run his newly purchased **plastic factory**. Soon, Gautam Adani began commodity trading by importing **polyvinyl Chloride (PVC)** a key raw material for manufacturing plastic.

Gautam Adani referred to as “**Gautambhai**” is known for his risk appetite. Former Indian Institute of Management- Ahmadabad (IIM-A) director **Bakul Dholakia** who is associated with the Adani Group’s educational and CSR initiatives said, “In terms of risk taking appetite and risk absorption capacity there are very few who can match Adani. There are many who take large risk, but very few have ability to face their adversity with courage and conviction.”

In 1988, he established **Adani Exports Limited** (now known as the Adani Enterprises Ltd.), the flagship company of Adani Group that traded in a variety of power and agricultural commodities. The economic liberalization in 1991 fuelled the rapid growth of the business and the huge profitability of Adani Exports provided further capital for Adani to expand his business.

In 1993, the **Government of Gujarat** invited private companies to run the **Mundra Port** and in 1995 the contract was given to Adani Group. Today **Mundra Port** is the largest private sector port in India with a capacity of handling close to 80 million tons of cargo per annum.

The Group’s core business includes **commodities trading, edible oil manufacturing, Mundra Port operations, and distribution of natural gases.**

Apart from its core businesses, Adani Group has also diversified into **Real Estate, Power, Ports, Special Economic Zone and IT enabled services.**

Adani Group covers more than 50 companies under it, some of them being: -

- Adani Enterprises Ltd.
- Adani Agri Logistic Ltd.
- Adani Agri Fresh Ltd.
- Gujarat Adani Energy Ltd.
- Adani Mining Ltd.
- Gujarat Adani Port Ltd.
- Adani Power Ltd.
- Adani Retail Ltd.
- Adani Wilmar Ltd.
- icall India Ltd.
- Adani Properties Ltd.
- Mundra Port and Special Economic Zone Ltd.

Now the Adani Group is worth \$ 7.1 billion and its flagship company

Adani Enterprises Ltd is rated among the 50 top performing Asian companies by **Forbes**. The combined market capitalization of 3 of its listed companies- Adani Enterprises, Adani Power, and Mundra Port and Special Economic Zone have put the group among India's top 10 business houses.

****Quotes****

- **“Being an entrepreneur is my dream job, as it tests ones tenacity.”**
- **“Business is all about risk taking and managing uncertainties and turbulence.”**

(46)[Subhash Chandra](#)



- **Also known as:** - Dr. Subhash Chandra.
- **Born:** - 30 November 1950, Hisar, Haryana, India.
- **Occupation:** - Founder and Chairman of **Essel Group**, Former Chairman of India's TV Channel **Zee Media**.

Subhash Chandra was born to a **Marwari Bania** family. In 1970, while he was studying in 12th grade, he **dropped out** of school to join the family business of commission agent; trader who procured and supplied rice to **Food Corporation of India**, the family was in debt of Rs 5 lakhs.

In 1980s, he started manufacturing flexible packaging (mainly plastic tubes) for toothpaste, etc. under the name **Essel Packaging**. He followed up with a leisure park **Esselworld** in north Bombay (Mumbai). In 1992, he launched India's first satellite TV Channel **Zee TV** in collaboration with **La Ka Shing** and first **Dish TV** in India.

His channel Zee TV competes with among others, **Sony Entertainment Television** and **STAR**. His TV channels numbering up to 70, including those in local language **Hindi** reach 959 million people spread over the 169 countries. He launched India's first satellite TV channel Zee TV in 1992. Other interest includes packaging, theme parks, lotteries, and cinema multiplexes.

In 2005, in collaboration with **Dainik Bhaskar Group**, Subhash Chandra launched an English daily newspaper "**Daily News & Analysis**" (**DNA**) in Mumbai to challenge the well settled newspaper "**The Times of India**"- and competition was one of the biggest newspaper battles of Mumbai and sustaining earlier losses, the newspaper eventually turned around.

In November 2009, he took over management responsibility of **Daily**

News & Analysis (DNA) which features among the top 8 English dailies in India and is one of the fastest growing English newspapers in the country.

Dr Subhash Chandra Show (DSC Show) is a platform where Dr Subhash Chandra engages with youth from across India and interacts on different topics. The core concept is to motivate the youth, inspire and share the ideas and also help young entrepreneurs and aspiring minds for business. **DSC Show** is aired every week on **Saturday at 10 p.m. on Zee News, 7 p.m. on Zee Business;** and on **Sunday at 11 am** on both **Zee News & Zee Business**. This show is also airs on other channels of **Zee Media Corporation Limited**.

The Z Factor: My Journey as the Wrong Man at the Right Time is an autobiography of Subhash Chandra. It has been co-edited by **Pranjal Sharma**. This is an unusually candid memoir of truly Desi (indigenous) self-made businessman who came to **Delhi** at the age of twenty with seventeen rupees in his pocket. The book was launched on 20th January 2016 by **Hon. Prime Minister Narendra Modi** at 7 RCR, New Delhi. The book was also officially unveiled at the **Zee Jaipur Literature Festival** on 21st January 2016.

He was the Chairman of **Essel Group** an Indian conglomerate. He was the former Chairman of India's TV channel network Zee Media, but resigned as Director & Non-Executive Chairman of the company with the effect from May 24, 2016. He has been elected to the **Rajya Sabha** from the Haryana state in "**Rajya Sabha election 2016**" on 11 June 2016.

****Quote****

- **"Making a difference, first of all one need to be capable of doing something to make a difference. To achieve that one need to work with passion and purity. One need to add patience also into it."**

(47)Evan Spiegel



- **Full Name:** - Evan Thomas Spiegel.
- **Born:** - June 4, 1990, Los Angeles, California, U.S.
- **Known for:** - Co-founder and CEO of **Snapchat**.
- **Net Worth:** - US \$ 2.1 billion (as of July 2016).

Evan Spiegel was born in **Los Angeles, California** to **Melissa Ann Thomas** (mother) and **John W. Spiegel** (father) both are lawyers.

He attended **Crossroads School for Art and Sciences** in **Santa Monica**. Evan Spiegel also took design classes at the **Otis College of Art and Design** while still in high school and at the **Art Centre College of Design** in **Pasadena, California**. As a student, he conducts experiments with **Photoshop** and had an unpaid internship in sales at **Red Bull**.

After graduating high school, he joined **Stanford University** in a **product design program** and was accepted into the **Kappa Sigma Fraternity**.

At Stanford, he met fellow student **Bobby Murphy**, who hired Evan Spiegel for the job of designing an **online social network**. The venture, however was a **failure**. But Evan Spiegel **did not give up** and develop their first project- "**Future Freshman**" online software aimed to help in the management of college admission by counselors for parents and high school students. The project started well, but could not maintain a steady growth and ended soon after.

At around this time, Evan Spiegel and Bobby Murphy met another student **Reggie Brown**. The collaboration between the three would prove to be a productive one. The idea for creating a disappearing pictures app was conceived by Reggie Brown and Evan Spiegel decided to start a prototype

based on this idea as a project for one of his classes. Soon Bobby Murphy became involved as well and the three young men began developing the prototype. The concept was first launched under the name **“Picaboo”**. Initially Spiegel’s classmate made fun of his final project as they felt that the idea of implementation of photos was not a feasible one.

In September 2011, the application was re-launched under the name **“Snapchat”**. Snapchat soon evolved into an image messaging and multimedia mobile application and later focused on usability and technical aspects. On May 2012, 25 images were being shared per second on Snapchat and by November the users had shared over one billion images on the Snapchat **iOS app** with 20 million images being shared per day. Reggie Brown left the organization around this time.

New features like **“My Story”** and ability to communicate via **video chat** were added, making the app extremely popular worldwide. The company grew at a phenomenal rate over the years and in 2016, Snapchat hit 10 billion daily video views. According to **Forbes** (August 2016), Evan Spiegel ranked # 854 World’s Billionaire with net worth \$ 2.1 billion.

****Quotes****

- **“I think everyone is born creative but it can be suppressed by fear.”**
- **“It’s important to be thoughtful and mindful about the things you say to other people.”**

(48)Mary Kay Ash



- **Also known as:** - Mary Kathlyn Wagner.
- **Born:** - May 12, 1918, Hot Wells, Harris County, Texas, U.S.
 - **Died:** - November 22, 2001, Dallas, Texas, U.S.
 - **Occupation:** - Founder of **Mary Kay Cosmetics**.

Mary Kay Ash was born in Hot **Wells, Harris County**, in **Texas** to **Edward Alexander** (father) and **Lula Vember Hastings Wagner** (mother). Her mother was a manager of a restaurant in **Houston**. Mary Kay Ash attended **Dow Elementary School** and **Reagan High School** in **Houston**, and graduated in 1934.

At the age of 17, Mary Kay Ash married with **Ben Rogers**. They had two children, **Ben Rogers Jr.** and **Richard Rogers**. While her husband served in World War-II, she sold books door-door. After her husband's return in 1945, they divorced. Mary Kay Ash later had her only daughter **Marylyn Reed**.

Mary Kay Ash went to work for **Stanley Home Products**. Frustrated when passed over for a promotion because she was a woman, she retired in 1963 and intended to write a **book** to assist women in business.

The **book** turned into a business plan for her ideal company and in the summer of 1963, Mary Kay Ash and her **second** husband **Mel Ash** planned to start a company **Mary Kay Cosmetics**. However, one month prior to start Mary Kay Cosmetics Company, her husband Mel Ash died of a heart attack.

One month after **Mel's** death, on September 13, 1963 when she was 45 years old with a \$ 5000 investment from her oldest son Ben Rogers Jr. and with her young son Richard Rogers taking her late husband's place, Mary Kay Ash started **Mary Kay Cosmetics**. The company started its original storefront

operation in **Dallas**.

Mary Kay Ash was widely respected. She considered the **Golden Rule** the founding principle of **Mary Kay Cosmetics** and the company's marketing plan was designed to allow women to advance by helping others to succeed. She advocated "**praising people to success**" and her slogan "**God first, family second, career third**" expressed her insistence that the women in her company keep their lives in good balance.

According to **Forbes** (2014) - **Mary Kay Cosmetics Company's** revenue was as over \$ 3.5 billion.

****Quotes****

- **"Never give up, because you never know if the next try is going to be the one that works."**
- **"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember you can achieve."**

(49)Milton S. Hershey



- **Full Name:** - Milton Snavely Hershey.
- **Born:** - September 13, 1857, Derry Township, Pennsylvania, U.S.
- **Died:** - October 13, 1945, Hershey, Pennsylvania, U.S.
- **Occupation:** - Confectioner.
- **Known for:** - Founder of **Hershey Food Corporation**.

Milton Hershey was born in a farmer family to **Veronica** (mother) and **Henry Hershey** (father). His father was a kind of a dreamer who wanted to **quick-rich** schemes rather than hard work. His mother was tired of his father's schemes and the couple gradually separated. Because of this, Milton Hershey had a very limited education with no schooling after 4th grade.

In 1871, at the age of 14, Milton Hershey dropped out of school and was apprenticed to a local printer who published a **German-English** newspaper. He did not like that kind of work and he thought it was very boring. One day at work there, he accidentally dropped his hat in one of the machines. Because his boss was hot-tempered, he was fired shortly after. He was worried to see how his parents would react. His father asked **Sam Ernst (boss)** to take him back, and he did decide to give him a second chance, but his **aunt Maddie** and mother had a different idea. They wanted him to learn the trade of **candy making** instead.

So, his mother arranged for the 14-year-old Milton Hershey to be apprenticed to a **Lancaster County** confectioner named **Joseph Royer**. Over the next four years, Milton Hershey learned the craft of creating confections.

In 1876, he moved to **Philadelphia** to start his **first confectionery**

business which was a **failure**.

Milton Hershey then travelled to **Denver**, where he finds work at local confectioners; there he learned how to make **caramels** using milk. He then went to **New Orleans** and **Chicago** looking for opportunities before settling in **New York City** in 1883 and trained at **Huyler's** (a candy and restaurant chain in the New York City). He started his **second business in New York**, but it too was not successful, lasted only three years, closing in 1886.

After failing in second business, Milton Hershey returned to Lancaster. He again tried his hand at caramel business and this time it was a hit. He established the **Lancaster Caramel Company**. It was so successful that he started shipping products in Europe and U.K. By the early 1890s Lancaster Caramel Company had gotten big, employing over 1300 workers in two factories.

In 1893, Milton Hershey went to **Chicago** for the **World's Columbian Exposition**. It was here that he had a close look at the art of making chocolates and he became fascinated with the entire process. With a thriving caramel business already in hand, he had decided to start the **Hershey Chocolate Company**.

In 1900, after a long time of deciding, he took a risk and sold the **Lancaster Caramel Company** for \$ 1 million. After three years, he started the **Hershey Chocolate Company** in **Derry Township, Pennsylvania**. The factory had modern machinery and was considered as a path-breaking unit in the history of Hershey and the candy industry. His experimentation with milk chocolates ultimately leads to the discovery of Hershey bar which became popular with everyone.

The Hershey Chocolate Company was extremely successful and he created the **Hershey Kiss** in 1907. His long experiences in this industry had taught him the value of good workers. He was an industrialist and forward thinker so he saw that his workers were treated properly and there was a pleasant atmosphere for them.

The year 1924 was a landmark year in his career as he found the perfect way to mass-distribute his chocolate with the introduction of foil wrappers.

With the growing business, Milton Hershey decided that it is the time to give something back to his society through philanthropic work. He envisioned a model community in his home town. The town where the chocolate factory located was came to be known as **Hershey**. Schools, Parks,

Churches, and Houses were built there, mostly catering to the needs and welfare of his factory worker.

****Quote****

- **“My experience has shown me that the people who are exceptionally good in business aren’t so because of what they know, but because of their insatiable need to know more.”**

(50)William Faulkner



- **Original Name:** - William Cuthbert Falkner.
- **Born:** - September 25, 1897, New Albany, Mississippi, U.S.
 - **Died:** - July 6, 1962, Byhalia, Mississippi, U.S.
- **Known as:** - Short Story Writer, Novelist, Poet, Essayist.
- **Notable Awards:** - Nobel Prize in Literature (1949), Pulitzer Prize for Fiction (1955, 1963).

William Faulkner was born in New **Albany, Mississippi**; the first of four sons of **Murry Cuthbert Faulkner** (father) and **Maud Butler** (mother). In 1902, Faulkner's family settled in **Oxford, Mississippi**, where he lived on and off for the rest of his life.

His family, particularly his mother **Maud Butler**, his maternal grandmother **Lelia Butler**, and **Caroline "Callie" Barr** (the black women who raised him from infancy) crucially influenced the development of William Faulkner's artistic imagination. Both his mother and grandmother were avid readers and also painters and photographers, educating him in a visual language. While **Murry** (father) enjoyed the outdoors and encouraged his sons to hunt, track, and fish; **Maud** (mother) valued education and took pleasure in reading and going to church. She taught her sons to read before sending them to public school and exposed them to classic such as **Charles Dickens** and **Grimm's Fairy Tales**. William Faulkner's lifelong education by **Callie Barr** is central to his novel's **Preoccupations with Politics of Sexuality and Race**.

As a schoolchild, Faulkner had much success early on. He excelled in the first grade, skipped the second, and continued doing well through the third

and fourth grades. However, beginning somewhere in the fourth and fifth grades of his schooling, Faulkner became a much more quite and withdrawn child. He began to **play hooky** occasionally and became somewhat indifferent to his schoolwork, even though he began to study the history of Mississippi on his own time in the seventh grade. The decline of his performance in school continued and Faulkner wound up repeating the eleventh grade, and then final grade, and **never graduating high school**.

Faulkner also spent much of his boyhood listening to stories told to him by elders. These included war stories shared by the old men of Oxford and stories told by **Callie Barr** of the civil war, slavery. Faulkner's grandfather would also tell him of the exploits of William's great-grandfather, after whom he was named **William Clark Falkner**, who was a successful businessman, writer, and civil war hero. Telling stories about William Clark Falkner, whom the family called "**Old Colonel**" had already become something of a family pastime when Faulkner was a boy.

When he was 17, Faulkner met **Philip Stone**, who would later become an important early influence on his writing. Stone was four years his senior and came from one of Oxford's older families; he was passionate about literature and had already earned bachelor's degrees from **University of Yale** and the **University of Mississippi**. At the University of Mississippi, Faulkner joined the **Sigma Alpha Epsilon** fraternity. There he was supported in his dream to become a writer. Philip Stone reads and impressed by some of Faulkner's early poetry and was one of the first to discover Faulkner's talent and artistic potential. Philip Stone became the literary mentor to the young Faulkner, introducing him to writer such as **James Joyce**, who would come to have an influence on Faulkner's own writing. In early 1920s, Faulkner would give poems and short stories he had written to Philip Stone in hopes of their being published. Philip Stone would in turn send these to publishers, but they were unfortunately **rejected**.

The young Faulkner was greatly influenced by the history of his family and the religion in which he lived. Mississippi marked his sense of humor, his sense of the tragic position of black and white Americans, his characterization of Southern characters, and his timeless themes including fiercely intelligent people dwelling behind the facades of good old boys and simpletons. Unable to join the **United States Army** due to his height, Faulkner enlisted in a reservist unit of the **British Army** in Toronto.

In 1918, Faulkner himself made the change to his surname from the original "**Falkner**". However, according to one story, a careless typesetter simply made an error. When the misprint appeared on the title page of his book, Faulkner was asked whether he wanted the change. He supposedly replied, "Either way suits me."

In adolescence, Faulkner began writing poetry almost exclusively. He did not write his first novel until 1925. His literary influences are deep and wide. He once stated that he modeled his early writing in the **Romantic era** in late 18th and early 19th century England. He never graduated high school, but attended the **University of Mississippi** in **Oxford**, enrolling in 1919, and attended three semesters before **dropping out** in November 1920. William Faulkner was able to attend classes at the university due to his father's having a job there as a business manager. He skipped classes often and received a D grade in English. However, some of his poems were published in campus journals.

Although Faulkner is heavily identified with Mississippi, he was residing in **New Orleans, Louisiana**. In 1925, he wrote his first novel "**Soldiers' Pay**", after being directly influenced by **Sherwood Anderson** to attempt fiction writing. Anderson also assisted in the publication of **Soldiers' Pay** and Faulkner's second novel **Mosquitoes**, by recommending both to his own publisher. The miniature house at 642 **Pirate's Alley** just around the corner from the **St. Louis Cathedral** in **New Orleans**, is now the premises of **Faulkner House Books**, where it also serves as the Pirate's Alley Faulkner Society.

During the summer of 1927, Faulkner wrote his first novel set in his fictional Yoknapatawpha County, entitled **Flag in the Dust**. This novel drew heavily on the traditions and history of the South, in which Faulkner had been engrossed in his youth. He was extremely proud of the novel upon its completion and he believed it to be a significant step up from his previous two novels. However, when submitted for publication, it was **rejected** by the publisher **Boni & Liveright**. Faulkner was devastated by this rejection, but he eventually allowed his library agent **Ben Wasson** to significantly edit the text, and the novel was finally published in 1928 as **Sartoris**.

In the autumn of 1928, just after 31st birthday, he began working on **The Sound and the Fury**. He started by writing three short stories about a

group of children with the last name **Compson**, but soon began to feel that the characters he had created might be better suited for a full-length novel. Perhaps as a result of disappointment with the initial rejection of **Flags in the Dust**, Faulkner had now become indifferent to his publishers and wrote this novel in a much more experimental style. In describing the writing process for this work, Faulkner would later say, "One day I seemed to shut the door between me and all publisher's addresses and book lists. I said to myself, 'Now I can write.'" After its completion, Faulkner this time insisted that Ben Wasson not do any editing or add any punctuation for clarity.

In 1929, Faulkner married with **Estelle Oldham**. Estelle brought with her two children from her previous marriage to Cornell Franklin and Faulkner hoped to support his new family as a writer. He began writing "**As I Lay Dying**" in 1929 while working night shifts at the **University of Mississippi Power House**. The novel would be published in 1930. Beginning in 1930, Faulkner sent out some of his short stories to various national magazines. Several of his stories were published and this brought him enough income to buy house in Oxford for his family to live in which he named **Rowan Oak**.

However, by 1932, Faulkner was in a much less secure financial position. He had asked his agent **Ben Wasson** to sell the serialization rights for his newly completed novel "**Light in August**" to a magazine for \$ 5,000, but none accepted the offer. The **MGM Studios** offered Faulkner to work as a screenwriter in Hollywood. Although not an avid moviegoer, he needed the money, and so accepted the job offer and arrived in **Culver City, California** in May 1932. There he worked with director **Howard Hawks**, with whom he quickly developed a friendship. Howard Hawks' brother William Hawks became Faulkner's Hollywood agent. Faulkner would continue to find reliable work as a screenwriter for years to come throughout the 1930s and 1940s.

Faulkner served as Writer-in-Residence at the **University of Virginia** at **Charlottesville** from February to June 1957 and again in 1958. In 1959, he was badly injured in a horse riding accident, and died of a heart attack at the age of 64, on July 6, 1962. He is buried along with his family in St. Peter's Cemetery in Oxford.

Faulkner is one of the most celebrated writers in **American literature** generally and **Southern literature** specifically. Though his work was published as early as 1919, and largely during the 1920s and 1930s, Faulkner

was relatively unknown until receiving the 1949 **Nobel Prize in Literature**, for which he became the only Mississippi-born Nobel Prize winner. Two of his works, **A Fable** (1954) and his last novel **The Reivers** (1962), won the **Pulitzer Prize for Fiction**. In 1998, the **Modern Library** ranked his 1929 novel **The Sound and the Fury** sixth on its list of the **100 best English-language novels of the 20th century**; also on the list were **As I Lay Dying** (1930) and **Light in August** (1932). **Absalom, Absalom!** (1936) is often included on similar lists.

****Quotes****

- **“You cannot swim for new horizons until you have courage to lose the sight of the shore.”**
- **“All of us failed to match our dreams of perfection. So I rate us on the basis of our splendid failure to do the impossible.”**