



The Birth of a Brand

Brian Smith

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Brian Smith's story as the founder of the world-renowned UGG Australia brand is a hero's journey and roadmap to success with stories of achievements, failures, lucky breaks, and near disasters.

Brian's guiding principle: You can't give birth to adults. Every company is conceived as an idea and birthed into reality, and the baby business grows through its infancy, toddler years, early youth, and tumultuous teens, to eventually arrive at maturity.

For those who have yet to set their dreams into action or those who are already on the rocky road to success, this book is a candid, colorful, outrageous, enlightening adventure in product development, world-wide brand recognition, and star-struck fame and fortune.

A mentor and advocate to business leaders and entrepreneurs, Brian Smith shows how you can find your passion and follow it to a rewarding, happy, fulfilling life. Written with time-worn truisms and business acumen, Brian's amazing story proves that you can stick to your guns, authenticity, and spiritually and still grow a wildly successful career and company.

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