



## Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies

By Paul Orfalea, Ann Marsh

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Bill Moyers said this about Paul Orfalea after reading *Copy This!*: "*If I could live my life over again, I would sit at his feet and listen to everything he has to say.*" And David Brancaccio, host of NOW on PBS, wrote: "*As the host for a decade of a daily business program, I had to read what seemed like every business book published in the English language. It is, therefore, with authority that I can say Paul Orfalea's book is wonderful, heartbreaking, and profoundly useful.*"

Now in paperback, *Copy This!*, Paul Orfale's memoir of turning lemons into lemonade, is wise, personal, funny, unflinchingly honest, and filled with wisdom, business lessons, and his inspired Orfalea Aphorisms. It's the story of how a struggling kid who could barely read, write, or sit still managed to grow a 100-square-foot copy shop named Kinko's into a \$1.5 billion empire that Fortune named one of the best places in America to work. And it's the story of an individual who saw his learning disabilities—ADHD and dyslexia—as learning opportunities, which molded the homegrown, compassionate culture that allowed Kinko's to thrive, and guided the behavior of a CEO who had no choice but to think different. A terrifically entertaining read from a born storyteller, but with the hardcore guts of true business acumen, *Copy This!* will blow fresh air into the thinking of any manager, entrepreneur, executive, or business owner.

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### **Editorial Review**

From Publishers Weekly

The now-retired founder of Kinko's mixes autobiographical anecdote with large doses of business advice in this candid, conversational account of his entrepreneurial rise. With the help of coauthor Marsh, Orfalea replicates much of the usual business wisdom, like customers come first and keep your co-workers happy and motivated. More original are his autobiographical sections, which explain how a man with dyslexia, an uncontrollable temper and a mistrust of authority managed to grow a tiny California copy shop into a \$2-billion-a-year company. His difficulties gave him "learning opportunities," he explains. "They propelled [him] to think differently," he says, and to develop "an unorthodox, people-centered, big-picture business model" that relied heavily on the intelligence and skill of his franchise managers. Orfalea's exuberant and irreverent attitude—he freely admits to cheating in school and relying on others to get him through college—will entertain many readers, and his sanguine acceptance of his dyslexia will inspire many others. (Sept.)

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From School Library Journal

Adult/High School—What's to become of a hyperactive boy with dyslexia who can't sit through a full lesson and who spends more time in the principal's office than in class? If he is Paul Orfalea, he turns potentially overwhelming challenges into strategic opportunities and grows up to nurture a small copying firm into a \$2-billion-a-year operation called Kinko's. This effervescent memoir tells how he did it, not least by making the most of his advantages—including intelligence, imagination, pep, and a close extended family of Lebanese-American origins—and by realizing early on that his reading, writing, and attention problems meant that he needed others to help him achieve his dreams. His unconventional, team-based approach to business and his can-do philosophy for success are explained in 12 entertaining chapters called Lessons. Each one offers numerous cogent tips from the author as well as recollections and comments contributed by longtime colleagues. Written with wit and style, this book offers much to inspire readers with obstacles to overcome or who march to a different drummer.—*Starr E. Smith, Fairfax County Public Library, VA*

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Review

"An effervescent memoir." - School Library Journal (*School Library Journal*)

"As amazing, as ebullient...as its founder, Mr. Orfalea." - Santa Barbara News Press (*Santa Barbara News-Press*)

### **Users Review**

**From reader reviews:**

**Joseph Jenkins:**

Spent a free a chance to be fun activity to do! A lot of people spent their free time with their family, or their particular friends. Usually they undertaking activity like watching television, likely to beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your personal free time/ holiday? Could be reading a book may be option to fill your no cost time/ holiday. The first thing that you'll ask may be what kinds of guide that you should read. If you want to try look for book, may be the book untitled Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea

Into One of America's Best Companies can be great book to read. May be it may be best activity to you.

**Joseph Wilson:**

A lot of people always spent all their free time to vacation or maybe go to the outside with them household or their friend. Do you realize? Many a lot of people spent they free time just watching TV, or playing video games all day long. In order to try to find a new activity that's look different you can read any book. It is really fun for yourself. If you enjoy the book which you read you can spent all day long to reading a book. The book Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies it is rather good to read. There are a lot of those who recommended this book. They were enjoying reading this book. Should you did not have enough space to create this book you can buy the e-book. You can m0ore quickly to read this book through your smart phone. The price is not to cover but this book has high quality.

**Ruth Westlund:**

People live in this new morning of lifestyle always try and and must have the free time or they will get lot of stress from both daily life and work. So , whenever we ask do people have extra time, we will say absolutely yes. People is human not really a robot. Then we ask again, what kind of activity are there when the spare time coming to you actually of course your answer can unlimited right. Then do you ever try this one, reading textbooks. It can be your alternative with spending your spare time, the book you have read is definitely Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies.

**Lee Henry:**

Do you like reading a reserve? Confuse to looking for your favorite book? Or your book was rare? Why so many question for the book? But almost any people feel that they enjoy to get reading. Some people likes looking at, not only science book and also novel and Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies or perhaps others sources were given expertise for you. After you know how the great a book, you feel want to read more and more. Science publication was created for teacher or maybe students especially. Those guides are helping them to put their knowledge. In various other case, beside science e-book, any other book likes Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies to make your spare time a lot more colorful. Many types of book like this one.

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