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It is a story of personal and business triumph, and will be an inspiration for designers, inventors, entrepreneurs or anyone who wants to know what it takes to succeed against the odds. - Jacket flap Includes index Introduction -- Book 1 : Inventing myself. Swallows and amazons, sand dunes and bassoons -- Learning to dream -- Book 2 : First bites.

Against the odds : an autobiography : Dyson, James, 1947 ...

Against the odds : an autobiography. [James Dyson] -- James Dyson is the inventor and designer of the "Dual Cyclone", the revolutionary vacuum cleaner that is today generating annual sales of £100 million in the UK and £300 million worldwide.

Against the odds : an autobiography (Book, 1997) [WorldCat ...

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"Against the odds" is an apropos title. What we now celebrate as the "overnight success" and "the genius" of Dyson products is anything but, and this is the book that tells this fascinating story.

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Against the Odds will inspire engineers, inventors and entrepreneurs and appeal to students around the world. First published in the UK, this updated edition includes the latest on Dyson's legal and business battles to establish the Dual Cyclone vacuum worldwide, and includes the story of his most recent innovation, the 2-drum Dyson Contrarotator (TM) Washing Machine, and his launch into the US.

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Synopsis This is a rags to riches story of an inventor whose unswerving optimism

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and selfbelief brought him spectacular success. It is a story of personal and business triumph, and will be an inspiration for inventors, entrepreneurs or anyone who wants to know what it takes to succeed against massive odds.

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Against the Odds: An Autobiography by James Dyson. Dyson wants to tell his story to inspire other inventors and to share his unorthodox business philosophy - no gimmicks, simply a better product. "The best kind of business is one where you can sell a product at a high price with a good margin, and in enormous volumes.

Against the Odds: An Autobiography by James Dyson - The ...

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This inspirational autobiography tells the remarkable story behind James Dyson and his most successful invention to date: the Dual Cyclone bagless vacuum cleaner.

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