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The Longaberger Story: And How We Did It



Synopsis

Written in Dave Longaberger's own words, with his folksy but wise style, this was the first book about his rise from poverty to plenty. THE LONGABERGER STORY - AND HOW WE DID IT chronicles his persuading a few ladies to make his baskets for free, because he had no money to pay them. It tells of his rise to a humble multimillionaire, while helping his associates make more money than they could have ever imagined. It describes the meticulous care with which the Longaberger Baskets are made, causing them to be sought by collectors worldwide. With vivid color and exclusive black and white photos, over 500,000 copies of this breakthrough book have been sold. With a limited number of copies still in print, like the baskets themselves, it is now a collectors item. When the remaining copies are gone, they are gone. After 13 printings, the book will not be reprinted again.

Book Information

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Average Customer Review: 5.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #596,440 in Books (See Top 100 in Books) #208 in Books > Biographies & Memoirs > Regional U.S. > Midwest #16364 in Books > Biographies & Memoirs > Memoirs #138194 in Books > Textbooks

Customer Reviews

Dave Longaberger pursued his dream against all odds - beginning by asking a few women to make baskets for him - free! -- Lifestyles, July 1, 1995
The slow learners, poverty-stricken, physically handicapped or those discouraged by others are encouraged that Longaberger experienced it all - and more! -- Bottom Line, September 15, 1992
This account of Dave Longaberger and Longaberger Baskets is truly a chronicle of inspired success. It is a must read. -- The Mountain Press, November 8, 2000

It is really like a new book. Thankyou '

Great read, especially if you are interested in business. Easy read with a touch of humor. I would recommend this to friends

This true story of one man's triumph over so MANY hurdles to keep a dream alive is very inspiring...I was considering becoming a consultant for Longaberger baskets and after reading this book, I couldn't wait...To be a part of this company would truly be an honor. A must read for all Longaberger basket lovers....

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