



Bloomberg by Bloomberg

Michael R. Bloomberg

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The remarkable story of how Michael Bloomberg created a media empire "Lots of entrepreneurs make money. Lots of entrepreneurs who make money write books. Few of those books make you glad they did. This one does."

--The New York Times Book Review

"A classic tale of a nimble, customer-focused, entrepreneurial David outsmarting bureaucratic, ossified, corporate Goliaths."

--Business Week

"Entertaining, engaging, and informative, *Bloomberg by Bloomberg* is packed with great advice about how to start a lean, hungry company-and how to keep it that way."

--Bryan Burrough, coauthor, *Barbarians at the Gate*

Brash, aggressive, and supremely self-confident, Michael Bloomberg, the visionary leader of the world's fastest-growing media empire, has been hailed as the new standard for what it takes to win in the Information Age. Dismissed from Salomon Brothers in 1981, Bloomberg immediately took his money and acerbic personality and started Bloomberg L.P. Bolstered by a \$30 million investment from Merrill Lynch, the company and the man have been sprinting ahead of the pack ever since. Only twenty years after founding, he's at the top of his industry. And on June 5, 2001, he added mayoral candidate for New York City to his list of accomplishments and aspirations. If elected, powerhouse Michael Bloomberg will bring his own brand of leadership-and personal style-to the city that never sleeps.

Bloomberg by Bloomberg Details

Date : Published August 27th 2001 by Wiley (first published 1997)

ISBN : 9780471208884

Author : Michael R. Bloomberg

Format : Paperback 272 pages

Genre : Business, Biography, Entrepreneurship, Autobiography, Nonfiction

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From Reader Review Bloomberg by Bloomberg for online ebook

Adam Znasik says

Bloombergova story je jedna za najinšpiratívnejších vôbec a navyše moja obľúbená. Problém knihy je, že na to, aby to boli dobré memoáre, memoárov tam je strašne málo. Na to, aby to bola rukoväť mladého ambiciózneho manažéra, je to extrémne povrchné. A na to, aby to bola kvalitná motivačná literatúra, je väčšina čitateľov nekvalifikovaná, lebo pohľad multimiliardára na to, ako robiť startup, keď začínate s ekvivalentom 50 mil dolárov, prípadne ako byť dobrý filantrop, keď chcete zarobiť pol miliardy, je síce zaujímavý, lež prakticky nevyužiteľný.

Jee says

I found this book somewhat hard to define. It's not exactly an autobiography as the retelling of stories and the life of the writer isn't really coherent or rigorous, then some chapters feel like reading one long advertisement for Bloomberg services, there are countless rants and manifests throughout the book, for the most part very enjoyable and inspiring and about unexpected topics like education, civic duties, etc., and there are other chapters where technical aspects of things are explained in great (and maybe unnecessary) lengths. Overall, the book feels like going fishing with an uncle who's passionate about a few things in his life and who has a couple of stories to tell, then listening to him, having a conversation and learning about stuff even to the price of a few boring moments where you just nod along and pretend like the inner-wirings of aircraft engines and computer terminals are fascinating topics. It feels like a personal book and well worth a read because I think people like Bloomberg make nations great and that his thoughts and approach to life could inspire and benefit even the skeptical reader. Finally, I have to mention the chapter on Philanthropy which I think is worthy of being made part of a Civics course curriculum.

Ted Alling says

I loved it.. I feel like this should be required reading for business majors in college and every entrepreneur.

Henrik Haapala says

"To succeed, you must string together many small incremental advances - rather than count on hitting the lottery jackpot once. Trusting to great luck is a strategy not likely to work for most people. As a practical matter, constantly enhance your skills, put in as many hours as possible, and make tactical plans for the next few steps. Then based on what actually occurs, look one more move ahead and adjust the plan. Take lots of chances, and make lots of individual, spur-of-the-moment decisions."

"Street smarts and common sense, it turned out, were better predictors of career achievements after graduation than academic success. Given that I received average grades at the "The B School", I don't exactly mind."

“Home, school, Boy Scouts, sports, politics, newspapers- everything in life taught us duty, loyalty, responsibility, sacrifice, patriotism. A handful marched , got riled up, and wrote about civil disobedience. But generally, Uncle Sam called, and we went.”

“Every significant advance I or my company has ever made has been evolutionary rather than revolutionary: small earned steps - not big lucky hits.”

Lewis Millholland says

Surprisingly good read for a pre-2020 campaign book. It doesn't add too much to the previous version other than an increased focus on philanthropies, a bit on his work as NYC mayor and what the federal executive should be doing, and more musings on climate change, but it does feel slightly more presidential.

A thought I had — what's the essential American Dream story? Overcome adversity, rise above your parents' station, and give back? Mike skipped the first step, he even admits that if he screwed up his life he couldn't blame it on his dad, mom or sister. Instead, the narrative picks up with his \$10 million severance and subsequent hard-fought rise to unimaginable wealth, and wraps up with the honestly incredible amount of philanthropic works he's been able to achieve.

Mike is up there with other open-handed billionaires like Bill and Melinda Gates, George Soros and Warren Buffett, or even the Rockefellers of yore. It's difficult not to be impressed.

But even so, the story rings hollow -- not because he hasn't achieved enough, or hasn't given back enough, or hasn't honestly reflected on his privilege and how to best heal society -- but because he never had to overcome initial adversity. He's not black, he's not a woman, he didn't grow up poor. He grew up privileged and did everything he could to utilize that head start and give back to the communities the need it most. But the reality of a 2019 American narrative is that you have to have a stumbling block early in life, or else your story becomes one.

(Reader's note: I didn't re-read the whole book, only the last few chapters which had the most updates.)

Mike Peleah says

Michael Bloomberg telling his story of being Bloomberg--billionaire from the working class, brilliant workaholic, egomaniac and narcissistic character, caring leader of family-like team, zealous capitalist nurturing socialism in his company, stubborn and innovative, honest and clear-thinking leader. The book uncover the complex character of Michael Bloomberg, a man who influenced the whole way of doing information business and who managed to deliver IT project on time and within budget. I like very much his stories of Bloomberg raise and especially Management 101 section. Contrary I find Chapters on family and philanthropy quite weak. The former could be summarized as “Not your business!”. The latter concludes “I have no plans to run for public office” (written in 1997), which contradicts the decision taken 3 years later to run for NY Mayor.

Overall this is the great book by the great business leader, if you takes his egoism with a grain of salt.

Gregory Vince says

A good look at Michael Bloomberg's pre-Mayor days. His ego certainly wasn't hurting when he wrote it but it is full of good advice and there are worse people to read a "This is how I did it" story of. Recommended.

Greg says

This book is on my desk from 1990s. "No is no answer" is always a helpful reminder, eg to rediscover the right attitude for finding a free ticket to a sold out show at the entrance 5 minutes before they lock the doors at the Royal Albert Hall. coaching of life by someone who lives it. pity, understandable that the more private lessons of faith and family are brief. based on this book only Mike's grandmother could demand his run for the US President. he will study, measure, count, work and probably not run.

Ryan Frantz says

Standard issue for new hires at Bloomberg, I picked at this book from time to time. The historical parts of the book were interesting but I found a lot of repetition in the book that made it longer than it needed to be.

Cmartins4 says

This book gives you some insight into the life and the career of Mike Bloomberg. The first chapters are definitely the best the rest, about 2/3, is advertisement for the Bloomberg Company and also for Mike Bloomberg the person. (Mike loves himself a bit to much). Still it's an interesting read into the financial world and how somebody is brave and smart enough to start a new company, not really against all odds, but close enough.

Max Lybbert says

This book is autobiographical, and Bloomberg uses many stories as springboards for discussions about general topics. For instance, he tells about how the company enters new markets without local help. This generally means that it takes longer than expected to get government approval for their trading software or press credentials for their news team. This turns into a discussion about how the go-it-alone attitude does mean that Bloomberg LP maintains its independence. Michael Bloomberg believes the independence is worth the extra cost and delay.

I was fascinated by this peek into Bloomberg's past and thought process. And, yes, I was amused that the last chapter includes statements that he had no interest in political life, and the book's forward describes his

inauguration party as mayor of New York.

David says

Plenty of good insight but a bit repetitive.

Christopher Lewis Kozoriz says

Then, there's the desire to see one's name in print. I claim immunity to the ego gratification a self-promoting book provides. After all, with the success of our company, my name on the door worldwide, myself as the company's spokesperson, you'd think I'd be blasé about publicity by now. But the truth is, recognition is heady stuff, and receiving even insincere adulation is a kick. (Michael Bloomberg, *Bloomberg by Bloomberg*, Page 252)

Wanted to vomit at times as I read this book, as the author talks so much about himself and how great he is and how great his company is and how unselfish he is, etc. etc. Egomaniac.

I don't think this guy is on the right path then or now. I gave him the benefit of the doubt by reading his book without judgment; however, this book is all about him. He does talk about charity, but he makes sure his family got all their stuff and only donates mostly to what can advance himself and his company. Barf.

Best chapter in this whole book is Chapter 10 in my opinion. In it, he actually explains some practical things that made him great in business. However, not great in his relationship with his wife, as he mentions he divorced and explained some reason of differing interests as time went on. I don't think he is fit to be in any moral leadership role and I hope he never considers running for office of the president. He may have been able to build a great company, but I don't think he has the morals to build a great country. Those are my thoughts.

Tanya says

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Zahedul Amin says

The autobiography of the famous media mogul, Michael Bloomberg, had a promising start, but eventually fizzled out in the latter half of the book. The first half mainly dealt with his life at Solomon brothers and the period when he was building his media empire. There were interesting insights on ways to address challenges while building his business. The second half covered his life philosophy and views on different issues, which I found to be quite uninteresting. However, it's well worth a read, at least if you're willing to glean through the book for interesting nuggets of information.
