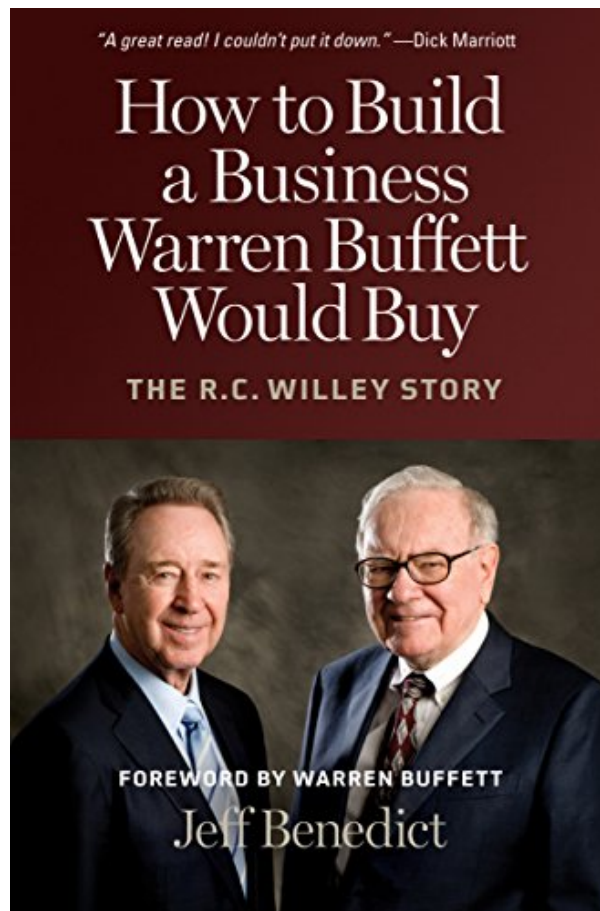


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About the Author

Jeff Benedict is considered one of America s top investigative journalists. He has published several critically acclaimed books, and his articles have been published in Sports Illustrated, the New York Times, and the Los Angeles Times. He has appeared on ESPN, NBC Nightly News, CBS s 60 Minutes, and ABC News. Currently, Jeff teaches creative writing at Southern Virginia University. He lives in Virginia with his wife and their four children.

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Any entrepreneur will love and appreciate this fascinating story sharing the life lessons that Bill Child learned as he built R. C. Willey, a highly successful furniture business eventually bought out by the legendary Warren Buffett. Lessons on leadership, frugality, honesty, integrity, innovation, and customer service will inspire and motivate readers. How do you take a good company and make it one that billionaire Warren Buffett would buy? The blueprints are in the footprints of a remarkable man: Bill Child. Here are just a few of Bill's philosophies: Character and work ethic carry more weight than resumes. Change is an essential ingredient for success in the retail industry. Companies that don't adapt don't last. Delegation is vital to growing a small business. True delegation only exists when the leader trusts his people enough to allow them to perform their responsibilities without constant interference.

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About the Author

Jeff Benedict is considered one of America's top investigative journalists. He has published several critically acclaimed books, and his articles have been published in Sports Illustrated, the New York Times, and the Los Angeles Times. He has appeared on ESPN, NBC Nightly News, CBS's 60 Minutes, and ABC News. Currently, Jeff teaches creative writing at Southern Virginia University. He lives in Virginia with his wife and their four children.

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a great read

By Rodney K. Smith

I recently finished reading "How to Build a Business Warren Buffett Would Buy: The R.C. Willey Story." I was so impressed with the book that I am purchasing copies for each of my children and for many of my friends. It was both informative and inspirational. As one who has been involved in higher level management for many years -- I am currently serving as a college president -- the book comes to mind almost daily and reminds me of the importance of integrity and the value of customers (in our case, students). In fact, I am using the portions regarding customer relations as the basis for some training that we are doing in that area. I

am blessed to know Mr. Child and Mr. Benedict and this book is the real thing -- it was a quick but inspiring read.

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Inspirational and well thought out book. Shows the importance of good values in running a business. The obvious, but so often neglected rule of focusing on the customer and customer experience. A must read for any entrepreneur.

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By V. Majid

Nice little book about a man building a business in Utah, selling appliances and then furniture, retail. Sells it to Buffett. This is not RIVETING stuff, but helpful in reminding one about the simple pleasures of life- like hard work, following through on promises, etc. It was not easy to build the business, and nothing worthwhile is ever that easy. Don't suspect this will ever be a bestseller, but it was enjoyable.

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