



What You See Is What You Get: My Autobiography

By Alan Sugar

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An incredibly successful entrepreneur and the "Trump" on the UK version of *The Apprentice* shares his rags-to-riches story

Born in 1947 and brought up on a council estate, as a kid Alan Sugar watched his dad struggle to support the family, never knowing from one week to the next if he'd have a job. It had a huge impact on him, fueling a drive to succeed that was to earn him a sizeable personal fortune. Here he describes his amazing journey, from schoolboy enterprises like making and selling his own ginger beer to setting up his own company at 19; from Amstrad's groundbreaking ventures in hi-fi and computers, which made him the darling of the stock exchange, to the dark days when he nearly lost it all; from his pioneering deal with Rupert Murdoch to his boardroom battles at Tottenham Hotspur FC. He takes us into the world of *The Apprentice*—including how he is responsible for Piers Morgan winning the U.S version—and describes his appointment as advisor to the government and elevation to the peerage. Like the man himself, this autobiography is forthright, funny, and sometimes controversial.

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Editorial Review

About the Author

Alan Sugar is the chairman of Amshold Group Ltd. In 2009 he was appointed by Prime Minister Gordon Brown as Enterprise Champion to advise the government on small business and enterprise, and was also awarded a life peerage, becoming Alan, Baron Sugar of Clapton in the London Borough of Hackney. He continues to appear on *The Apprentice* in the UK.

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