

Book Information



Grab and Go: A Food Business Millionaire's Secrets to Achieving What He Wants in Life

AUTHOR: Jim Kim , Translated by Hannah Pang

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Business students

CEOs

Business owners

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Synopsis:

"What I did was to repeat my goals a hundred times a day, for a hundred days. My goals were clear and specific: three hundred stores across the United States, and annual sales of \$50 million dollars with weekly sales of \$1 million dollars."

When Jim Kim migrated to America in the late 1980s, he knew little English, and had ridiculously little capital and a degree that mainstream society didn't recognise. He started several businesses, which all floundered. In 2005, he made an impressive comeback after the age of forty by starting the world's first chain of grab-and-go sushi bars: SnowFox, which has become one of the largest chains of sushi bars in America.

In Grab and Go, Kim shares his secrets to achieving what he wants in life, and synthesises them into an essay collection packed with enduring lessons and practical takeaways.

Praise for Grab and Go:

'Recently, I have been writing down my goals a hundred times, as Jim Kim does.'

Yoo-Ra Kim, author of My 2020 Household Ledger

'Sometimes a book completely alters a person's life. This book has had that effect on my life.'

Na-Geum Lee, author of I Outsourced My Life by Investing in Real Estate

Affiliation: Founder and major shareholder of SnowFox Topco

Chairman of JimKim Holdings

Chair of M3 Asset Management

President of Korean-American Businessmen Friendship Forum

Visiting professor at Chung-Ang University

List of Awards:

Marketing Notes: Jim Kim offers practical, tried-and-tested methods that readers adopt to achieve anything they want in life.

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