



Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies

By Paul Orfalea, Ann Marsh

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Bill Moyers said this about Paul Orfalea after reading *Copy This!*: "*If I could live my life over again, I would sit at his feet and listen to everything he has to say.*" And David Brancaccio, host of NOW on PBS, wrote: "*As the host for a decade of a daily business program, I had to read what seemed like every business book published in the English language. It is, therefore, with authority that I can say Paul Orfalea's book is wonderful, heartbreaking, and profoundly useful.*"

Now in paperback, *Copy This!*, Paul Orfale's memoir of turning lemons into lemonade, is wise, personal, funny, unflinchingly honest, and filled with wisdom, business lessons, and his inspired Orfalea Aphorisms. It's the story of how a struggling kid who could barely read, write, or sit still managed to grow a 100-square-foot copy shop named Kinko's into a \$1.5 billion empire that Fortune named one of the best places in America to work. And it's the story of an individual who saw his learning disabilities—ADHD and dyslexia—as learning opportunities, which molded the homegrown, compassionate culture that allowed Kinko's to thrive, and guided the behavior of a CEO who had no choice but to think different. A terrifically entertaining read from a born storyteller, but with the hardcore guts of true business acumen, *Copy This!* will blow fresh air into the thinking of any manager, entrepreneur, executive, or business owner.

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Editorial Review

From Publishers Weekly

The now-retired founder of Kinko's mixes autobiographical anecdote with large doses of business advice in this candid, conversational account of his entrepreneurial rise. With the help of coauthor Marsh, Orfalea replicates much of the usual business wisdom, like customers come first and keep your co-workers happy and motivated. More original are his autobiographical sections, which explain how a man with dyslexia, an uncontrollable temper and a mistrust of authority managed to grow a tiny California copy shop into a \$2-billion-a-year company. His difficulties gave him "learning opportunities," he explains. "They propelled [him] to think differently," he says, and to develop "an unorthodox, people-centered, big-picture business model" that relied heavily on the intelligence and skill of his franchise managers. Orfalea's exuberant and irreverent attitude—he freely admits to cheating in school and relying on others to get him through college—will entertain many readers, and his sanguine acceptance of his dyslexia will inspire many others. (Sept.)

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From School Library Journal

Adult/High School—What's to become of a hyperactive boy with dyslexia who can't sit through a full lesson and who spends more time in the principal's office than in class? If he is Paul Orfalea, he turns potentially overwhelming challenges into strategic opportunities and grows up to nurture a small copying firm into a \$2-billion-a-year operation called Kinko's. This effervescent memoir tells how he did it, not least by making the most of his advantages—including intelligence, imagination, pep, and a close extended family of Lebanese-American origins—and by realizing early on that his reading, writing, and attention problems meant that he needed others to help him achieve his dreams. His unconventional, team-based approach to business and his can-do philosophy for success are explained in 12 entertaining chapters called Lessons. Each one offers numerous cogent tips from the author as well as recollections and comments contributed by longtime colleagues. Written with wit and style, this book offers much to inspire readers with obstacles to overcome or who march to a different drummer.—*Starr E. Smith, Fairfax County Public Library, VA*

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Review

"An effervescent memoir." - School Library Journal (*School Library Journal*)

"As amazing, as ebullient...as its founder, Mr. Orfalea." - Santa Barbara News Press (*Santa Barbara News-Press*)

Users Review

From reader reviews:

Timothy King:

Do you among people who can't read pleasurable if the sentence chained within the straightway, hold on guys this kind of aren't like that. This Copy This!: Lessons from a Hyperactive Dyslexic who Turned a Bright Idea Into One of America's Best Companies book is readable through you who hate those straight word style. You will find the facts here are arrange for enjoyable looking at experience without leaving also

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Rose Rowe:

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Sergio Kelley:

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