



## Screw It, Let's Do It: Lessons In Life (Quick Reads)

*Richard Branson*

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Throughout my life I have achieved many remarkable things. In *Screw It, Let's Do It*, I will share with you my ideas and the secrets of my success, but not simply because I hope they'll help you achieve your individual goals.

Today we are increasingly aware of the effects of our actions on the environment, and I strongly believe that we each have a responsibility, as individuals and organisations, to *do no harm*. I will draw on Gaia Capitalism to explain why we need to take stock of how we may be damaging the environment, and why it is up to big companies like Virgin to lead the way in a more holistic approach to business.

In *Screw It, Let's Do It* I'll be looking forwards to the future. A lot has changed since I founded Virgin in 1968, and I'll explain how I intend to take my business and my ideas to the next level and the new and exciting areas - such as launching Virgin Fuels - into which Virgin is currently moving.

But I have also brought together all the important lessons, good advice and inspirational adages that have helped me along the road to success.

Ironically, I have never been one to do things by the book, but I have been inspired and influenced by many remarkable people. I hope that you too might find a little inspiration between these pages.

## Screw It, Let's Do It: Lessons In Life (Quick Reads) Details

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## **From Reader Review Screw It, Let's Do It: Lessons In Life (Quick Reads) for online ebook**

### **Dana says**

Not the best nonfiction book I've read. It was about....nothing in particular, unfortunately. I really overestimated it :(

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### **SWAROOP CHOUGULE says**

Screw It, Let's do it is a kind of summary version with key bullet points and advises of Richard Branson's biography 'Losing My Virginity'. He describes snippets from his life like starting students magazines, going in a hot air balloon, buying Necker islands etc. Along with these stories, he points out the principles and virtues to follow, which he has followed over the course of his life. In all, this book is a great read for facing life and having fun all along (having fun is the main point which Sir Branson stresses a lot in this one).

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### **Mukesh Emes says**

This book is more like Richard Branson autobiography. His journey from a small music records store to the well established brand Virgin Group is really inspiring. His story not just inspiring but adventures too, Record store to Airlines, Airlines to telecommunication, round the world balloon travel, space travel etc. So exciting isn't it? Some of the key lessons we can learn from this book is; be positive always, be innovative and believe in yourself. This is really a nice book.

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### **Yasmin Sabry says**

I only need ONE breakfast, ONE lunch & ONE Dinner.... loved this part... never make money your single goal in life ;-)

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### **Mahshid Parchami says**

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### **Lilly says**

I love Richard Branson. He's the mentor every entrepreneur wishes they had (ok, or I do). I long ago harbored hopes of working on his team, running a record label. And now that I'm old enough to read about how he did it himself, I find it fascinating.

That said, I think Losing My Virginity was a more fluid read. SCREW IT, LET'S DO IT often reads like it was written in snippets in between balloon jaunts or financial crises. And then they were smooshed together. There's no overarching narrative and it often repeats facts or lessons, but in my book Richard can do no wrong.

He's an extremely likeable entrepreneur (not always true of others) and he's got lots to teach. He loves what he does and it comes through on every page. Now if I could only get my hands on a season of Rebel Billionaire...

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### **TarasProkopyuk says**

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### **Karen ?🌸 says**

I didn't know that much about Branson (other than his many media appearances) and I found this really interesting to learn more about him, his early years and philosophy.  
He really seems to be a person that genuinely cares about others and the planet and that is very admirable. I'm not sure I really learnt anything from the book, other than just cool things he has done and I learnt a whole lot more about the Virgin group of Companies.  
So interesting, but ultimately I didn't have any real takeaways.

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### **Josh Steimle says**

Pros: I think it's pretty hard to mess up a biography, and this book is largely biographical. People are interesting, regardless of who they are, and Branson is no exception. He is positive, an adventurer, and clearly intelligent, although I think his life does a better job of showing that than this book. If you need a shot of feel-good energy, this book could be a good pick-me-up. It's also great for showing the unlimited potential for someone with a lot of self-confidence.

Cons: This book rambles all over the place and repeats itself like that old guy at your family reunions of uncertain relationship. One minute Branson is quitting school as a teenager and starting a magazine, then he's flying a balloon across the Pacific Ocean as a middle aged man, then he's running a record label in his 20s, then he's back at the magazine again as a teenager. It's hard to keep track of what decade we're in or why he's talking about what he's talking about. You get the impression this book wasn't so much written as recorded by an assistant as Branson rambled, and then transcribed verbatim.

The title does seem fitting to the content. I can imagine Branson saying those words before writing this book, before jumping into the global warming movement, before starting each of his businesses, and before most else he has done.

In some ways he seems to be a victim of his own success, although he's also a beneficiary of it. That is, his success appears to have convinced him that his gut is always right and that researching data, opposing views, etc. is unnecessary. After all, when has his gut led him astray before? But this means he also seems to be a bit like a ship without a rudder, driven here and there by whatever he is exposed to, rather than charting a course based on principle and a strong belief in anything other than having fun. He has a 3-hour meeting with Al Gore and suddenly he's dedicating his life to fighting global warming and he assumes anyone who isn't on the bandwagon is burying their head in the sand because it's just too scary to confront. He points out many examples of how government policies have created extraordinary problems, and yet also espouses government action as the only way to solve other problems. By the end of the book he comes across as someone who knows very well his own businesses and anything else he puts his mind to, but at the same time a bit gullible and ignorant of the wider world outside his bubble. Perhaps this is not reality, but that's the perception I came away with after reading the book.

Is it worth reading then? Meh, probably not considering all the other good stuff out there and the limited time to read it all. I'd be more interested in reading a biography of Branson written by someone else.

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### **Wikipedia says**

mungkin ini bukan buku biografi terbaik, juga bukan buku manajemen terbaik, tapi setidaknya buku ini bisa membuat saya keluar dari pekerjaan saya, karena pekerjaan saya tidak menyenangkan.

pada awalnya saya agk shko, saya tidak punya pekerjaan, tapi sir richard dalam bukunya bilang, bahwa jika pekerjaan kita tidak menyengakan, keluar saja....

maka say pn keluar dari pekerjaan saya, sekrang saya lebih bahagia, dan ketakutan saya tidak punya pekerjaan ternyata tidak terbukti...saya masih bisa mendapatkan perkerjaan baru, yang ternyata sangat menyenangkan...

bravo sir!!

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### **????????? says**

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### **Douglas says**

A great book for people in Sales or Entrepreneurs.

The book is really about Richard Branson and some of the endeavors he has tried in his life. You really have to read the book to get a firm grasp of what he is trying to convey, but the back of his book really does a great job of summarizing his core advice; namely believe in yourself, take calculated risk, don't think no, think yes.

You'll burn through the book in about 2-3 hours. An interesting read.

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### **asmaa setiete says**

the first lesson

keep going and never give up

second

prepare for your goal immediately and start working on it

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### **Santhosh says**

Forrest Gump meets Jim Carrey's *Yes Man*.

Richard Branson has a lot of good stories and can put his money where his mouth is, although this book does a poor job of putting it across. What it does do is portray him as positive, intelligent, gullible, adventurous, impulsive, and filled with a very strong belief that life is to be lived. While the book rambles all over the place with no overarching theme or chronological narrative, jumping from one anecdote to the next without any connection or reason, it does deliver a powerful realistic message about grabbing opportunities and going full pelt at them (as opposed to working towards some great visionary dream).

Filled with repetitive clichéd phrases such as "*I wanted to just do it*", "*it's important for me to have fun*", "*I wouldn't take no for an answer*", and "*I wanted to live to the full*", this could have been so much better, instead of deflating so quickly like one of his balloons on descent.

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### **Micha? ?mia?ko says**

Richard is indeed a controversial figure and it was interesting to learn that he did so many deadly challenges in his life (breaking balloons flight records etc). He has quite unique attitude to running business although... I can't say I'd follow his example in everything.

A wise advise though is to have more fun. As simple as it is. As Joker said, "Why so serious?".

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