



# You're Hired: How to Succeed in Business and Life from the Winner of The Apprentice

By *Bill Rancic*

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\*Author will be named after the final show is aired in Australia\*

The winner of the hit TV show, *The Apprentice*, shows how anyone can become their own personal success in both business and life, using his or her own experiences as a self-made entrepreneur, his or her work ethic, top business strategies, and lessons learned competing on the show, working for Donald Trump and winning the most talked about reality shows in years.

Foreword by Donald Trump.

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### Editorial Review

From Publishers Weekly

The author won on the reality TV show *The Apprentice*, in which Donald Trump (who provides a foreword) slowly eliminates potential personal assistants until one is left standing. Rancic puts down, in tumbling first-person prose, the strategy he used to win, as well as how, back in 1995, he co-founded and ran a small mail-order company, Cigars Around the World. Rancic never went to business school, and his book might be boiled down to "rely on your observations and common sense, and on your close relationships." Nearly every chapter is loaded with advice gleaned from family members or friends with whom he has collaborated, salted with a smattering of approaches Rancic picked up from his own reading of how-tos and from his work life. The result sets the book apart: Rancic takes work seriously, and everything in the book is something he personally has tried out; his successes and travails (including a fire at his company) come through clearly and conversationally, as from a big brother. The last two of seven chapters cover his time on the show with "Mr. Trump" and offer candid takes on the other contestants and the show's productions. For a loquacious "how-I-did-it," Rancic's book debut is surprisingly satisfying.

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From [Booklist](#)

Who would have thought that a real-life TV series on business and its struggles would command such a large viewership? This autobiography of *The Apprentice*'s first winner gives a few clues about the show's popularity--other than host Donald Trump and the competition to win a 12-month \$250,000 salary. First, contestants were carefully screened and more than well prepared to test their individual and collective mettle on a broadcast medium. Second, Rancic himself can already claim success as an entrepreneur, as his stories about the start-ups of Elite Boat Wash and Wax and Cigars Around the World reveal. Along with growing-up anecdotes interspersed with *The Apprentice* tales, he synthesizes at the end of each chapter lessons he learned in work and in life. Bet the long shot. Go above and beyond. Listen. Count on family. Give something back. Surprising words from a wise, young soul. *Barbara Jacobs*

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About the Author

Bill Rancic is a successful entrepreneur who currently works for the Trump Organization.

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**Susan Woods:**

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