

Joe Francis
An American Entrepreneur
His Journey from Mazeppa to Moscow

Don't miss this inspiring biography, a true rags-to-riches success story about Joe Francis, the man who started with a one chair barbershop and grew it into an international franchise company with over 1,000 salons.

This charismatic leader, who led his company to the very top in the hair care industry, did it through faith in his dream, his devoted team and perseverance unlike anything you've ever seen. He accomplished his personal goal and the ultimate aim "to make other men rich," while enduring 23 cancer surgeries over 12 years.

Whether you're building a business, managing others or looking for inspiration to press on when things get tough, you won't want to miss this story about an extraordinary, charismatic entrepreneur, Joe Francis, who led a team of loyal and devoted followers to the very top in the hair care industry, transcending all others who went before them.

Read and learn how prodigious goals and a powerful leader can engender an extraordinary work ethic in others, and push them to levels of success they could have never imagined.

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In honoring Joe's wishes to elevate and strengthen the industry, 100% of the proceeds from books purchased will be donated to the Joe Francis Haircare Scholarship Foundation (website: joe francis.com).