

At a time when so many others are failing,
10 extraordinary entrepreneurs
have blazed a trail of enterprise,
innovation, and profitability worth



\$18 BILLION!

Find out how they did it, and how YOU can do it too . . . starting today!

Don't believe the headlines. The opportunities for wealth, success, and personal freedom are greater today than ever before. You just have to know how to create them. FIND OUT how . . . with the secrets that have fueled some of the most spectacular from-the-ground-up entrepreneurial successes in America today.



In *How They Did It*, bestselling author Robert Jordan sits down one-on-one with 10 of today's most successful company founders as they reveal the ideas, strategies, and nuts-and-bolts tactics they used to turn simple ideas into smart businesses — and then take those businesses from virtually nothing to a collective \$18 billion in value.

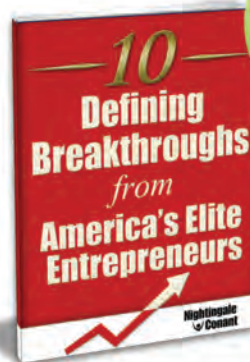
In their own words, you'll hear . . .

- How Morningstar founder **Joe Mansueto** transformed a kitchen-table business into a global giant worth \$3 billion in value
- How Recovery Engineering Inc. co-founder **Brian Sullivan** rode the patented PUR water filter design to a \$265 million sale
- And MUCH MORE!

Get Robert Jordan's
FREE REPORT NOW!

Exclusively for Inc. readers:
"10 Defining Breakthroughs
from America's Elite Entrepreneurs"

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