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# JAMES KIRBY

## The Secrets of Australia's leading Entrepreneurs

The nuts and bolts, the "guts", the how to.... a unique insight into how two of Australia's most successful business people grew their businesses. How did they do it?

James Kirby is one of Australia's most experienced financial journalists. He is editor of the Eureka Report a new financial media group and a former senior writer on Business Review Weekly magazine. He is also the author of the best selling 'Business Secrets' series of books profiling leading Australian entrepreneurs.

James published 'Gerry Harvey: Business Secrets of Harvey Norman's Retailing Mastermind' in 2003 and followed up with 'Richard Pratt: Business Secrets of the Billionaire Behind Australia's Richest Private Company' in 2004 and 'Janine Allis: Business Secrets of the Woman Behind Boost Juice', in June 2005.

James is best known for his decade-long association with BRW where he specialised in writing and presenting on entrepreneurs. He produced cover stories on some of the biggest names in business including Chris Corrigan, John Singleton, Lindsay Fox, Graeme Hart and John Symond.

Apart from editing the Eureka Report where he works with publisher Alan Kohler, James is also a business columnist writing his weekly 'share intelligence' column for the Sunday Age.

James Kirby started work as a financial reporter on Business and Finance Magazine in Dublin Ireland, from where he originates. He has since worked as a financial reporter on the South China Morning Post in Hong Kong, the Australian Financial Review and The Australian. He joined BRW in 1997 and left to join Alan Kohler in launching the Eureka Report in 2005.

Apart from his Business Secrets series he has written the Australian edition of 'Investment for Dummies' and 'My Mother's Diamonds: In Search of Holocaust Assets', an account of the search for missing Nazi millions. James co-wrote the script for an SBS Television documentary based on the book titled? Paying for Peace" in 2000.

### **SPEAKER**

James is an experienced corporate speaker with a warm "Irish" anecdotal style who captures the excitement of big business through in entertaining and highly topical presentation. He is always contemporary in content and relevant to current news and events.

He speaks to groups as diverse as the Mortgage Industry Association, The Australian Stock Exchange, Microsoft, The Melbourne Motor Show, The Institute of Engineers (Queensland), The Australian Library and Information Association and Mt Eliza Business School.

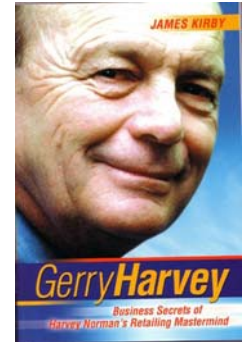
### **BUSINESS SECRETS OF HARVEY NORMAN'S RETAILING MASTERMIND**

Gerry Harvey, the dynamo behind Harvey Norman, is Australia's greatest retailer. He started out selling vacuum cleaners door-to-door: today he runs a global company that stretches from Slovenia to Sydney.

Gerry was a multimillionaire by the 1980's, when he lost his first retail empire, the Norman Ross Group, to Alan Bond. So he started all over again, this time with Harvey Norman Holdings, one of the most successful stocks ever to hit the Australian market.

The Harvey Norman story is one of shrewd strategy, breathtaking gambles and a will to win without betraying the basic principles of honesty and fair play.

Despite his legendary status in corporate Australia, Gerry Harvey's story is not well known. James Kirby provides the insight into the how and the why of Gerry Harvey's success. The detailed how to, the philosophy, and day to day of building and running a successful business.



### **BUSINESS SECRETS OF THE BILLIONAIRE BEHIND AUSTRALIA'S RICHEST PRIVATE COMPANY**

"If you adopt my attitude to business, you cannot possibly fail" says Richard Pratt, owner of Visy paper and packaging empire. An immigrant boy who grew up in rural Australia, he has turned a small box-making business into a \$3 Billion empire that spans the world.

As one of the most colourful, outspoken and generous figures in Australian commerce, he has become a legend whose lavish lifestyle is reported well beyond the confines of the business media. But behind the public image of a part-loving tycoon is a straight-talking manager who knows how to get the best out of people.

James Kirby provides another unique insight, the how to and day to day approach of how Richard Pratt, refugee, Broadway actor and world-class industrialist has inspired a generation of entrepreneurs and how you can apply it to your business.

