



## Cultiver la difference: Prescription pour une vie reussie (Hardback)

By Morris Goodman, Joel Yanofsky

McGill-Queen s University Press, Canada, 2015. Hardback. Condition: New. Language: French . Brand New Book. What goes into making a life successful and what does success mean? If you think about a life as a chemical equation, then the elements are obvious: family, work, purpose. The key is discovering how to get the balance just right. In Cultiver la difference, Montreal entrepreneur and philanthropist Morris Goodman shares his personal and professional prescription for success and enduring happiness. Born in 1931 in Montreal to Ukrainian immigrants during the worst days of the Great Depression, Goodman recounts the events, strategies, and lucky breaks that led to a thriving company and a life of philanthropic accomplishments. From his first job as a pharmacy delivery boy to his graduation from the University of Montreal s Faculty of Pharmacy - when he had already started his own pharmaceutical company - through the crucial moments that created an international business, Goodman depicts stirring accounts of Montreal s Jewish community and the development of the global pharmaceutical industry. Along the way, he presents vivid, generous portraits of colleagues and business collaborators. Cultiver la difference is a powerful rags-to-riches story but it is also much more - it..

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