



The Ride of a Lifetime: Doing Business the Orange County Choppers Way

Paul Teutul

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Tough, smart business advice from the star of the hit TLC reality show "American Chopper"

Now in paperback, *The Ride of a Lifetime* elucidates the business principles that have made Paul Teutul Sr. and Orange County Choppers a household name. Paul's smart, commonsense business wisdom works for businesses both big and small in any industry. Here, he shows you firsthand how he built a uniquely successful business by working hard and demanding it from others; encouraging and embracing unfettered creativity; establishing well-defined roles for every team member and demanding they support each other; and using honest conflict and confrontation to solve problems and constantly innovate.

Paul and his sons build the best one-of-a-kind choppers in the world with unrivaled passion, creativity, and honesty. *The Ride of a Lifetime* shows you how they do it.

- Offers an inside look at the business practices that built Orange County Choppers into a massively successful business
- Reveals a different side to the OCC family patriarch
- Full of practical, real world business principles that lead to unlimited success for any business

The Ride of a Lifetime is a smart, tough-as-nails guide to business success that every entrepreneur should read.

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