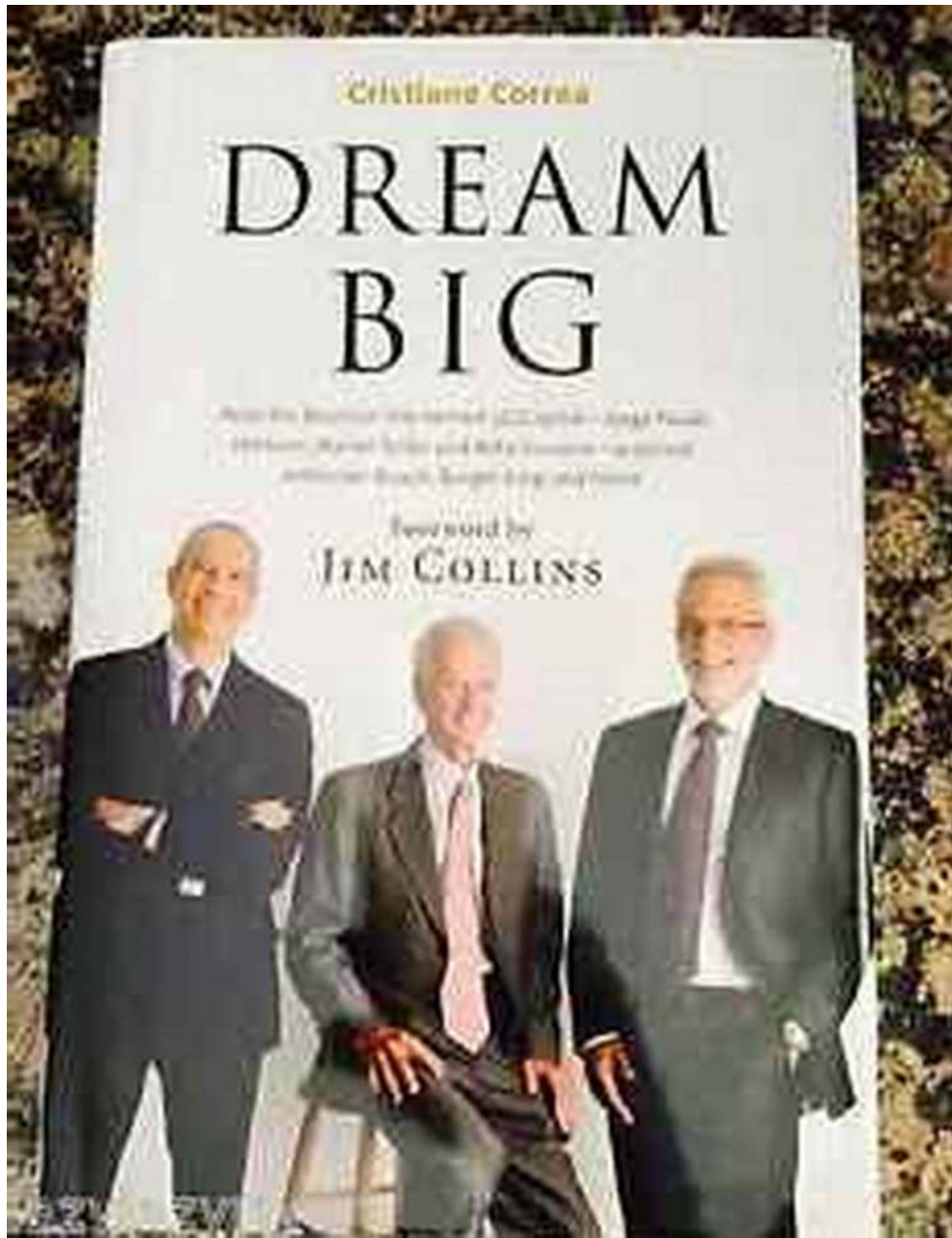


Dream Big Cristiane Correa: Unleashing the Power of an Entrepreneurial Mind

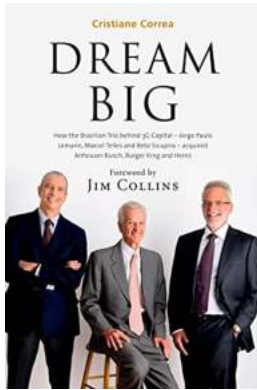
Have you ever dreamt of achieving extraordinary success, breaking through barriers, and becoming an inspiration for millions? Cristiane Correa's incredible journey from a small town to becoming one of the most renowned business journalists and authors of our time will surely inspire you to dream big, work hard, and embrace the entrepreneurial spirit within you.



About Cristiane Correa

Cristiane Correa was born in a modest town in Brazil, where she developed a deep passion for storytelling and entrepreneurship from an early age. Her unwavering determination and insatiable curiosity led her to pursue a career in journalism.

Dream Big by Cristiane Correa (Kindle Edition)



★ ★ ★ ★ ☆ 4.5 out of 5
Language : English
File size : 6642 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 273 pages

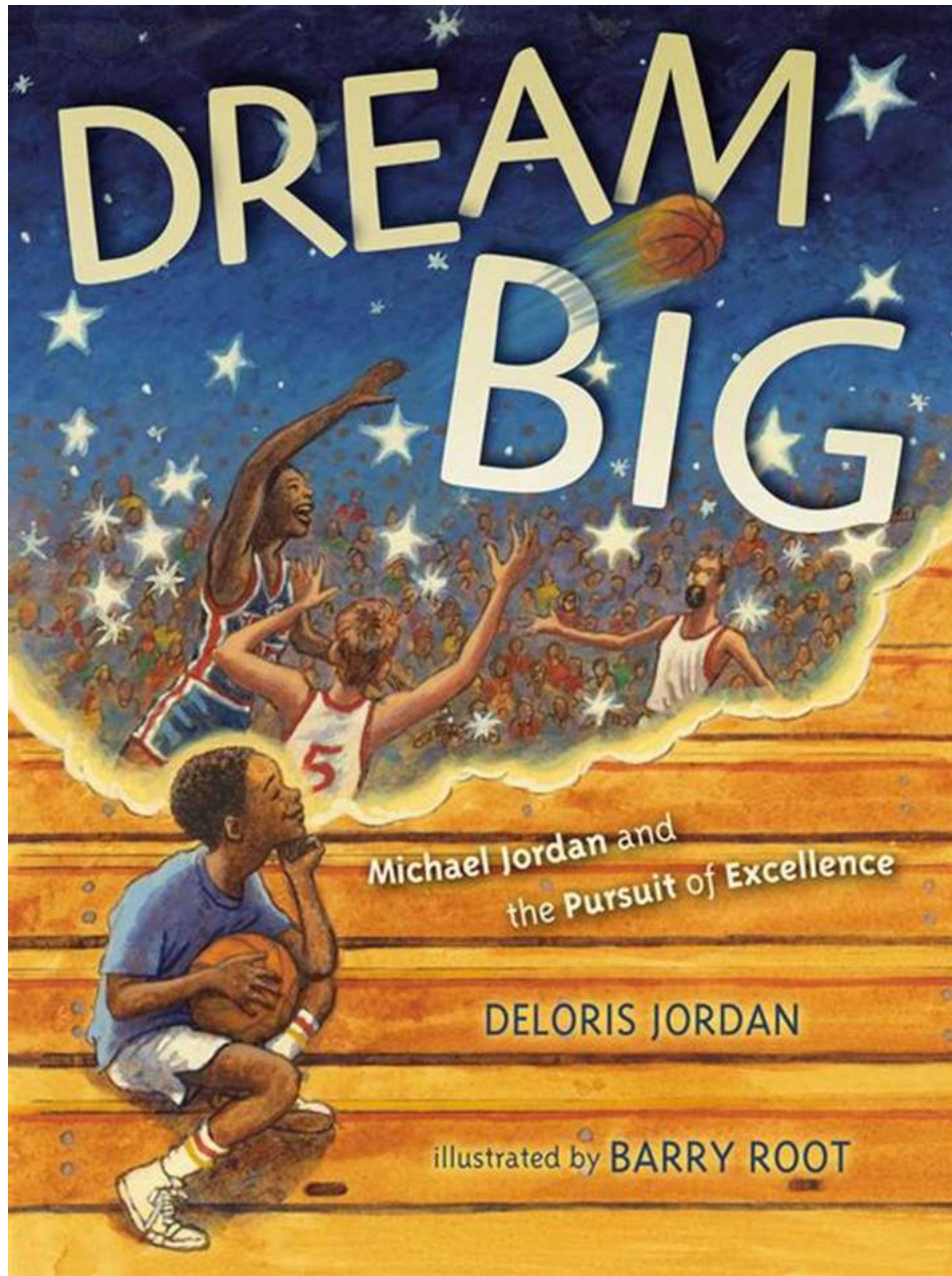


Correa began her journey by working for prominent media outlets in Brazil, honing her skills as a journalist. However, it was her fascination with the business world that ultimately set her apart. With an appetite for exploring the lives, strategies, and successes of the greatest business minds, she avidly researched and studied their journeys.

Unleashing the Entrepreneurial Mind

Correa's insatiable hunger for knowledge and her knack for capturing engaging stories quickly brought her international recognition. Her groundbreaking book, "Dream Big: How Jorge Paulo Lemann, Marcel Telles, and Beto Sicupira Acquired Anheuser-Busch, Burger King, and Heinz," catapulted her to the forefront of business journalism.

In this book, Correa delved deep into the lives of three Brazilian entrepreneurs - Lemann, Telles, and Sicupira - and chronicled their remarkable journeys in acquiring some of the world's most recognizable brands. The book became an instant sensation, captivating readers with its gripping narrative and invaluable insights.



Through "Dream Big," Cristiane Correa successfully painted a vivid picture of what it means to dream big, work diligently, and overcome challenges with an entrepreneurial mindset. Her ability to weave personal stories, hard facts, and strategic business analysis into a compelling narrative inspired millions around the globe to embrace their entrepreneurial potential.

Correa's book didn't just inspire aspiring entrepreneurs; it also caught the attention of corporate executives, business leaders, and investors. Her meticulous research and profound understanding of the intricacies of strategic decision-making turned "Dream Big" into a bible of sorts for those seeking to embark on ambitious ventures.

The Impact of Dream Big

The impact of "Dream Big" went far beyond sales numbers and critical acclaim. Cristiane Correa inadvertently became a role model for countless individuals, proving that passion and persistence can break barriers and transform dreams into astonishing realities.

As the book transcended borders, Correa herself gained international recognition. Her expertise in business journalism led to invitations to speak at prestigious conferences, participate in renowned interviews, and contribute to esteemed publications.

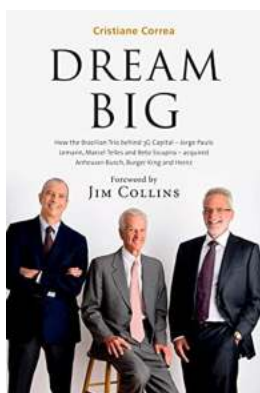
Struck by her ability to captivate audiences and share invaluable insights, many entrepreneurs sought her mentorship and guidance. Correa's journey had come full circle, as she now stood as a guiding light for those embarking on their entrepreneurial quests.

Embracing the Entrepreneur Within

Correa's remarkable success story serves as a testament to the power of nurturing an entrepreneurial mindset. She exemplifies how passion, resilience, and unyielding determination can fuel the pursuit of dreams, no matter the obstacles that stand in the way.

The legacy of "Dream Big" continues to inspire countless individuals to embrace their entrepreneurial potential. Cristiane Correa's profound impact on the world of business journalism and entrepreneurship showcases how one person's dreams can shape the dreams of an entire generation.

So, dream big, unleash the entrepreneur within, and let the story of Cristiane Correa propel you forward on your own incredible journey.



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“My friend – and now partner – Jorge Paulo and his team are among the best businessmen in the world. He is a fantastic person and his story should be an inspiration to everybody, as it is for me.” – Warren Buffett

In just over forty years, Jorge Paulo Lemann, Marcel Telles and Beto Sicupira built the biggest empire in the history of Brazilian capitalism and launched themselves onto the world stage in an unprecedented way.

Over the past five years, they have acquired no fewer than three globally-recognized American brands: Budweiser, Burger King and Heinz. This has been

achieved as discreetly as possible and they have shunned any personal publicity.

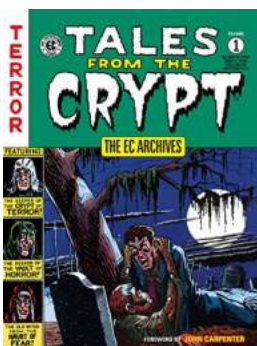
The management method they developed, which has been zealously followed by their employees, is based on meritocracy, simplicity and constant cost cutting.

Their culture is as efficient as it is merciless and leaves no room for mediocre performances. On the other hand, those who bring in exceptional results have the chance to become company partners and make a fortune.

Dream Big presents a detailed behind-the-scenes portrait of the meteoric rise of these three businessmen, from the founding of Banco Garantia in the 1970s to the present day.

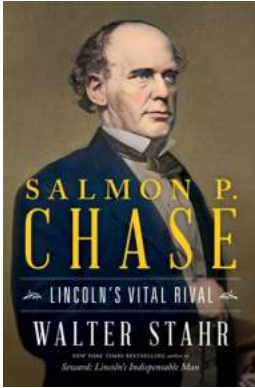
In 1971, when the Brazilian stock market was going through an euphoria, Harvard graduate, tennis champion and underwater fishing enthusiast from Rio de Janeiro Jorge Paulo Lemann decided to start a new business. He assembled some partners and put out a newspaper ad: “Brokerage wanted.” Days later, Lemann began running what would become the cornerstone of his fortune and those of over 200 other people. Its name was Garantia.

The “Garantia model” was based on businesses that impressed Lemann, such as Goldman Sachs in finance and Walmart in retail. Its philosophy gave the best workers the opportunity to become shareholders.



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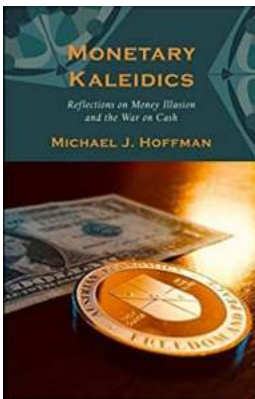
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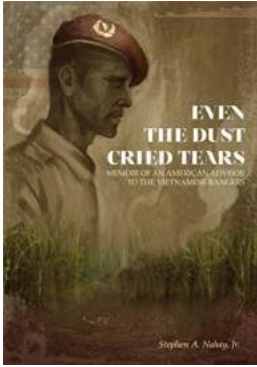
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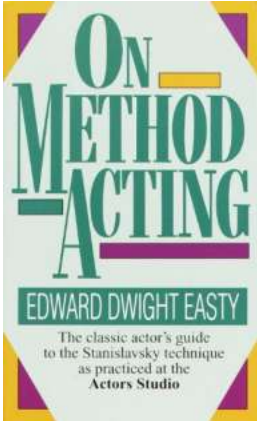
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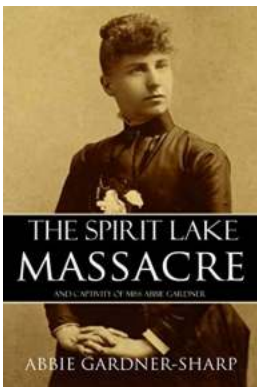
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