



Pocket Man: The Unauthorized Autobiography of a Passionate, Personal Promoter

Scott Jordan

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Imagine Bill Gates and Giorgio Armani started a business, then hired PT Barnum to promote it, and Larry David to tell the story. The result is this book. Since starting SCOTTeVEST in 2000 - my clothing business built around tech-enabled pockets - I've been featured in thousands of major press pieces, made millions of dollars and had the most memorable appearance of the entire ABC Shark Tank show. I started out as an unhappy lawyer, and I reinvented myself by pursuing my passions and mastering the art of passionate, personal promotion. This isn't a how to business book, but entrepreneurs will learn a lot from my successes and failures about how to get the attention every business needs to stand above the competition. This isn't fiction, but some of the stories might make you wonder if they are true. I assure you... they are. We're going to turn the world of media upside down, shake it and see what falls out of its pockets. You will learn lots of ways to promote yourself and your business, if you have the fire. Welcome to my unauthorized autobiography.

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