

From Rags to Fortune - Crafting a Culture to Massively Grow a

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Synopsis

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In his pause-resisting debut, Scott shares hard-core experience and practical actions any business can take to create a winning workplace culture. It has received praise from business leaders like Chip Conley and Tony Hsieh. Learn how and why a company, that started in a basement, grew to over \$100 million in e-commerce sales, winning best place to work awards and ranking on *Internet Retailer*'s top 300 mobile and top 500 e-commerce lists. All while having fun and delivering more to customers, business partners, and employees.

Find out how to massively grow your organization by getting principles ingrained into your work culture, which will help any business experience amazing success. It covers creating culture, e-commerce concepts, killing status quo, marketing in the digital world, and finding a strategic way of life.

Learn ideas, attitudes, and actions that benefit the customer, the staff, and the brand's business partners. A strategic "way of life" that, when properly executed, creates life-long customers, evangelical employees, helpful partners, and yes, some profit to boot.

The title of this book is a redirect. The fortune being referred to is not money. The fortune is a combination of experiences, events, learnings, insights, and of course, luck. The real forces behind creating one's fortune are the principles an individual or business lives by. Principles are the external, arbitrary forces that affect human affairs and bring us good or bad fortune.

Reader's comments

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