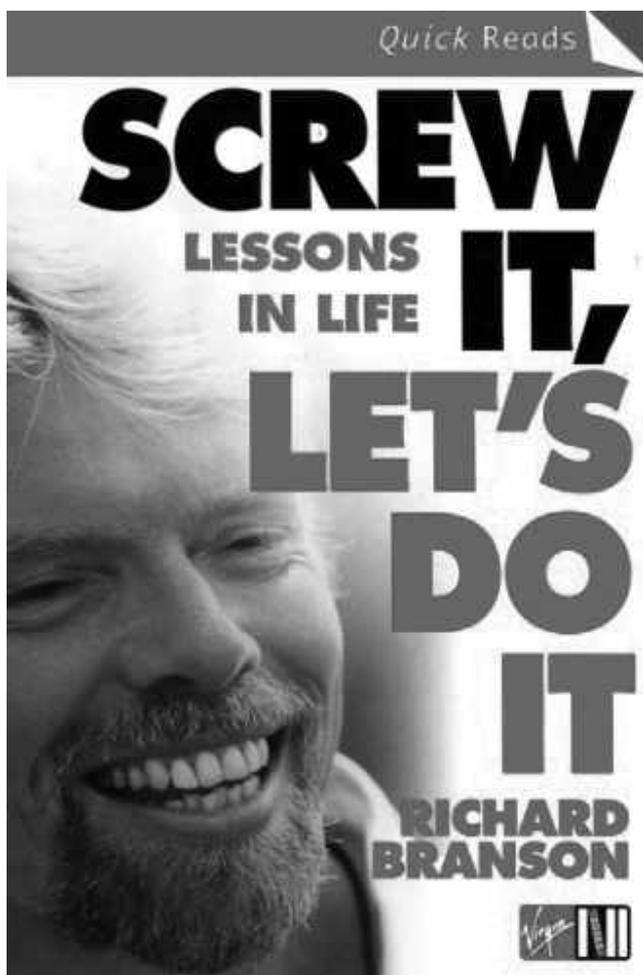


Book Review 'Screw it, let's do It'

Ms. Rasika Soman



Author : Mr. Richard Branson
Publication : Paperback Publications
Reviewed by : Rasika Soman

1. Introduction of the Book

Screw it, Lets do it is authored by Richard Branson, who is the CEO of the renowned airlines Virgin Atlantic. This book is written in a clear, lucid, simple and flowy language in a communicative tone which establishes a personal contact with the youth and society at large. The book is a sheer

piece of inspiration for the youngsters who are on the road of venturing out in their careers. There are total 9 chapters in the book, excluding the introduction and epilogue. Everyone is always very curious to know about the lives of business magnet and what did it take them to achieve the success that they have today. Richard Branson's book gives us a sneak peek into his life. The extended version of this book is Lessons in Life and Business where he also explains his journey of business and what were the ups and downs that he faced in his business. However, this book review will exclusively focus on his lessons in life that he mentions in the book. Even though this book is written by a British Entrepreneur, the book is applicable to Indian business men, students, youth and all the people in general. The contents of the book are universally applicable and can be used as a manual to bring improvements and changes in one's behavior and attitude towards life. The book was first published in the year 2006 in Britain by Virgin Group of Companies and later was distributed all over the world

2. Main Contents of the Book

Critics of the book argue that there is a lot of confusion whether this book can be read as an autobiography or a self-help book. This book however can be read as both an autobiography as well as self-help book especially for the students and youth of the country who have set certain goals and dreams for themselves and who face many challenges in attaining those goals and objectives. The book gives some important tools and strategies in overcoming these challenges and getting and moving forward in life. The book consists of 9 chapters and they are related to motivation and inspiration. The chapters speak of

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implementation over just planning and dreaming about one's goals, trying and trying hard till one reaches their goal without giving up, the ability to say no, unleashing one's entrepreneurial abilities and developing one's learning skills are some of the major contents of the book. The author of the book gives us motivation from the Introduction part itself. In the Introduction, Sir Richard Branson has written 'I do not day dream' where he mentions how to suppress one's day dreaming abilities and get on to work. It is very much applicable to today's youth who spend most of their time dreaming about their goals and where they will be 5 years instead of practically doing things. He mentions how he focuses on doing this practically rather than just day dreaming and how important it is to make 'plans' 'strategies' and 'clear roadmap' towards your goals and more than that how important it is to 'implement' 'execute and get going' with these plans and strategies. The introduction part captivates the reader's attention towards action and execution. It gives a pragmatic approach towards life where the reader is motivated to read further on how did Branson himself execute the things and how was his life journey. The title of Chapter 1 is 'just do it' where Branson tells his readers the importance of doing things and pitfalls of over thinking. He focuses on 'living in the moment' and 'going for the thing' instead of procrastinating the work and also of thinking about it for a long without having plans to execute it. In the chapters Branson also mentions that your education does not necessarily define who you are what you do in life. The education that you take never always portray your ambition and success in life. This he tells by giving his own example. He has told how he was a below average student and often dropped out of school and college. He always did what he was passionate about rather than mere studying the school subjects which were monotonous and boring.

Even though he was very bad at his studies, he was very good at writing and literature. He won an essay competition in his school, which further motivated him to start his own magazine known as student at the age of 16. The student magazine became very famous and featured all important business news in Britain. The writing abilities of Branson became very famous and he was

celebrated as a good writer and orator. In one of the Chapters, Branson also mentions how his grandmother who was 90 years old became an inspiration for him. Branson focused most on learning from other people. He described how his 90-year-old grandmother lived life to the fullest. He emphasized the importance of living life to the fullest without worrying, without having anxious feelings for the future. In each of his chapters, he has given some motivation regarding living life without any worries by living for the moment. He has also detailed his love life in his book and how he instantly fell in love with a girl. He has beautifully written the importance of loving someone in life, showing empathy towards someone and understanding each other is important. He also focuses on people skills and emphasizes how team skills and people skills are of great importance. When we read this book, we get a clear understanding of how everyone's life is full of disasters and obstacles and nobody's life is a clear water body. How one can deal with these challenges is beautifully explained in this book.

3. Objectives of the Book Written

Richard Branson has written the book with the main objective of inspiring the people around him to motivate themselves and be inspired to do something meaningful in their lives. Some of the objectives of the book can be detailed as under

3.1 The art of motivating oneself- This book is nothing less than a tonic of motivation and Richard Branson has ensured that one feels motivated after reading this book. Short instances and examples of how he always self-motivated himself to do things are given in this book.

3.2 Inspiring the readers to not to give up- This book is written with an objective of inspiring the readers to not to give up on their goals and dreams inspite of the various obstacles, challenges that come in their way. The book focuses on motivating the readers to not to give up and keep on striding the roads to success. It focuses on how one can pass all uneven roads if one keeps on trying

3.3 Developing one's strength and passion - The book also emphasizes the importance of developing one's strength and honing your skills so as to climb the ladder and making the utmost use of one's abilities and strengths.

4. Writing Style

The book is written in a simple, clear and lucid language which is very easy for the reader to understand. There are no jargons that are used in the book nor does it boast of any difficult words. A narrative and conversational speech is used in the book to connect to the readers. The simple writing style of the book makes a wide audience to connect to the book. The informal and friendly writing style of the book speaks a lot about the author and his empathetic way of connecting to the audience.

5. Main Readers of the Book

The book is meant for all the people who want to get motivated and feel inspired in order to achieve their dreams and goals. The main readers of the book are the youth, women, students, budding entrepreneurs, businessmen and society at large. The book can be used as a self-help group for many

individuals as well as it can read as an autobiography. The book does not focus on any age group per se and people from all age groups can read this book. This is especially because the book mentions examples of young kids and their motivation and also of Branson's 90 year old grandmother. Therefore, the universality of the book and the fact that it can be read by all the age groups is the main and striking feature of the book.

6. Conclusion

To conclude, it can be said that Screw it, Lets do it is a motivational piece of suggestions and advice given by the renowned businessman to all those who want to venture out to achieve their dreams. The real life experiences that this book exhibits gives the reader real life strategies and tools which can be used to tackle the day to day problems.