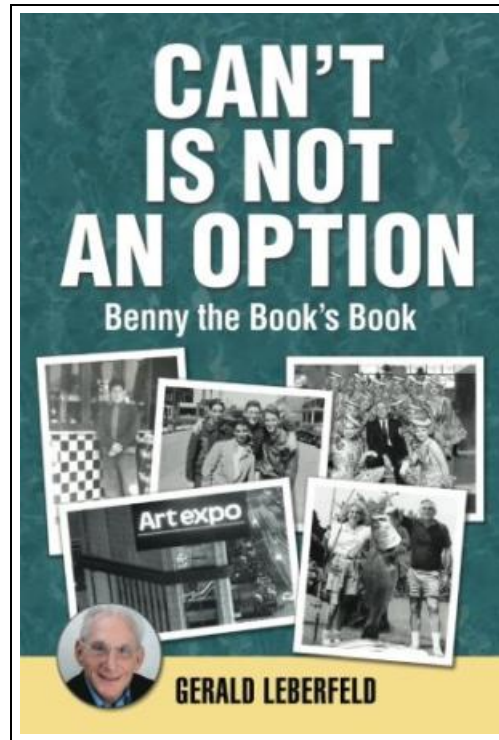


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Aviva Publishing. Paperback. Condition: New. 366 pages. Dimensions: 9.0in. x 6.0in. x 0.8in. The Story of a Man Who Did It His Way What exactly is the American dream Jerry Leberfeld began as a poor Jewish kid in Rockaway Beach and ended up as an entrepreneur who counts politicians, business icons, and celebrities as the same kind of friends as the guys he grew up with. For Jerry, living the American dream is striving to reach your potential without forgetting your roots. Jerry paints an entertaining picture of his upbringing in Rockaway Beach during its glory days. He tells about falling in love and marrying Aviva, his life companion and a Holocaust survivor, and their struggles as young parents, about working full time, graduating college, and his struggles in the corporate world while anti-Semitism was rampant. After 18 years in corporate America, Jerry risked his career to pursue his dream. He left his secure job, then rolled up his sleeves and got to work. Over the next decades Jerry founded 4 successful companies, the first of which was Art Expo, the largest and most successful fine-arts fair. He talks about relationships with celebrity artists including Andy Warhol, Peter Max, Tony Bennett, Marcel Marceau, Luciano Pavarotti, Donna Summer, Salvador Dali, Ert, and politicians such as NYC Mayor Ed Koch and NY Senator Jacob Javits. After selling Art Expo to a Fortune 500 company, Jerry could have retired but he didnt slow down. He pushed to reopen the NY Coliseum with the still-talked-about NY Coliseum Antique Show. He even volunteered to accept a UN consulting assignment and adventure to Indonesia and explains how he became a guest at the royal wedding along with Indonesian President Suharto. Woven throughout his book are instructive details and fascinating anecdotes on how to survive the bureaucracy of...



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