

Book News And Notes



Frank Perdue Bio Collects Business, Life Lessons

(NAPSA)—It takes a tough man to build a thriving business, and Frank Perdue was certainly the man for the task.

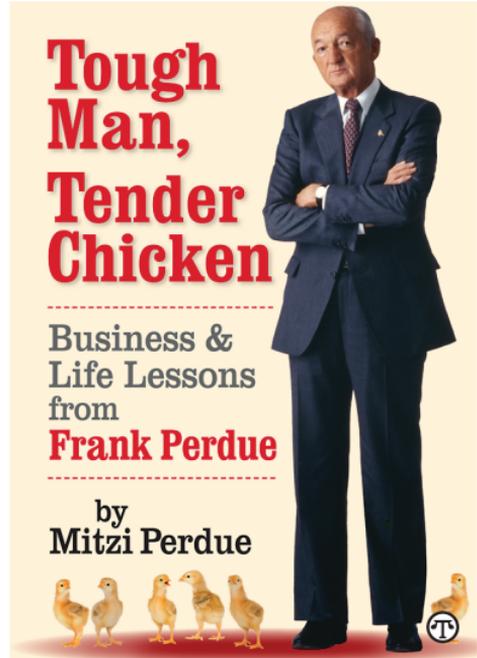
From a small chicken farm on the eastern shore of Maryland he built a family company that today employs 19,000 people and sells in more than 100 different countries.

But Frank Perdue was a gentle and caring man, too, and his legacy is filled with employees and charities that valued his friendship and largesse.

“Tough Man, Tender Chicken: Business & Life Lessons from Frank Perdue,” published Dec. 1, 2014 by Significance Press, is an insightful biography of the person so indelibly identified with chickens. Frank’s widow, Mitzi Perdue, has exquisitely painted a life portrait of her husband, whose down-home presence in groundbreaking TV commercials won the hearts of millions and created the first successful branded chicken products in the world.

Frank Perdue was an incisive businessman, able to cut to the heart of a problem in a flash and lead an ever-growing enterprise to new levels of innovation and accomplishment. He knew his company down to the smallest detail, often calling his managers in the middle of the night when he had a new idea or discovered the solution to a vexing problem, and he encouraged his co-workers to take risks and make decisions to build and improve the business.

Yet, he was a compassionate man who visited workers in the hospital, called them personally to express his sympathy when a parent died, and supported the small farmers who worked Perdue Farms to bring the best-quality chicken to consumers across the country and around the world.



A new book about a successful entrepreneur could be inspiring to many.

But this book is more than a biography; it is an opportunity to learn from Frank Perdue. Every chapter is summed up with his lessons that apply both to business and life. Mitzi Perdue also highlights the Ethical Will that her husband left for his heirs—along with a unique, thriving company.

Frank’s mandates to “Be honest always,” “If you say you will do something, do it,” “Treat all people with courtesy and respect, no exceptions” and so many more are hallmarked throughout the book in the story of this remarkable man.

Whether your interest is business, self-help, biography or history, “Tough Man, Tender Chicken” is an indispensable reading and learning experience. It is available at www.frankperduebook.com, amazon.com, and via Kindle and Nook.