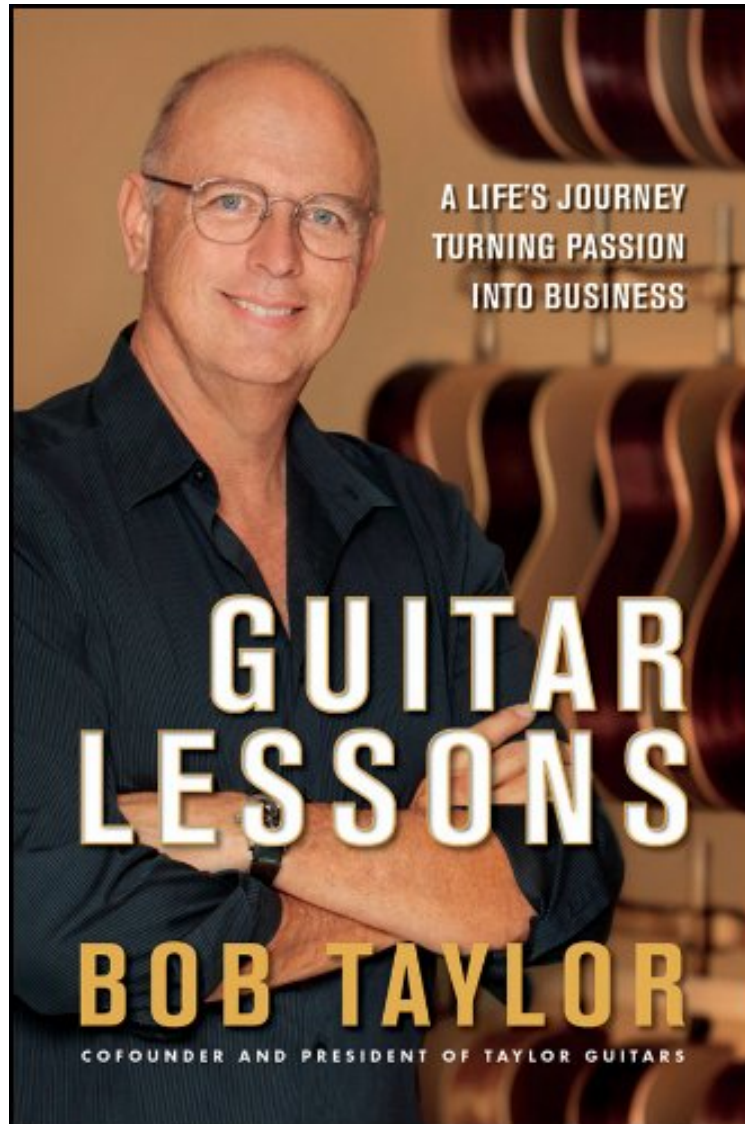


(Mobile book) Guitar Lessons: A Life's Journey Turning Passion into Business

## Guitar Lessons: A Life's Journey Turning Passion into Business

*Bob Taylor*

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**Bob Taylor : Guitar Lessons: A Life's Journey Turning Passion into Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Guitar Lessons: A Life's Journey Turning Passion into Business:

13 of 13 people found the following review helpful. Business Book - Fan Book: Excellent On Both Counts! By Rick Short Full Disclosure: I sampled numerous Taylor guitars in my local guitar shop for years, I participated in a Taylor Guitars factory tour in 2009, and I purchased a Taylor guitar at the conclusion of that tour. I absolutely love my Taylor GS-K. So, I was very intrigued when I learned Bob Taylor was writing a book. I pre-ordered it on and waited. While I cooled my heels I learned more. I heard that it wouldn't be a typical book for brand or hobby fans, it would have a

business flavor. But it wouldn't be a typical "how I did it" business tome. Well, what would it be then? When GUITAR LESSONS arrived, I tore into it and completed it in 3 nights. It took a minute to get used to the style and direction - it is mildly off-beat, in a good way. In fact, as I read more, I learned that the writing is, in fact, exactly ON target. It IS Bob Taylor. It is just as unique as he is, and, once you warm to his style, it becomes comfortable. We get to know Bob just a little. In a nutshell, I describe the book as a passionate engineer and craftsman writing his version of a business book. Bob's style is to tell stories and share lessons learned - all while heavily infusing our journey with his passion for building and enhancing guitars. Or, maybe it is an engineering autobiography, focused on the process and product. Who will enjoy this book? Luthiers, musicians, business people, entrepreneurs, engineers, marketers, and more. While easy to read and understand, it is as rich and complicated as its author. The more I think of it, this might be why I describe the book as "off-beat". Bob Taylor has managed to weave a complex and meaningful business and life, capture it in a book, and make it easy and fun to absorb. Well done!

8 of 8 people found the following review helpful. Excellent book about the realities of business. By Own One To protect me from the next new business fad I read a lot of business books for what I call self-defense. This is not your typical business book. You can read it without fear of being sucked into the next new thing. It is a story of a company that enters a crowded business segment, a segment with long product traditions, and changes everything. It is also a book that addresses the more heady topics of the nature of "equity", the relations between company owners and employees, the concept of lean manufacturing and "one piece flow", the impact of technology on a manufacturing process, and the change that must occur with company growth. As an employee of a company in the music business but in a far different segment than Taylor I have long admired their ability to grow in a very mature and crowded market place. Bob Taylor reveals the secret.. work, work, work, and then more work for 40 years. I highly recommend this book and a careful reading will tell you more about the realities of business than a 100 by the self promoting so called business gurus.

3 of 3 people found the following review helpful. Intriguing, despite repetitive business advice. By Dan GAs a longtime guitar player and budding luthier, I rushed out to buy this book as soon as it was released. Honestly, I was looking forward to reading the "juicy details" much more than the business advice (I assume this is true of most people who pick up this book); I wanted to learn about Taylor's unique guitar construction methods and the chronology of events that gradually led Bob company to become a household name among guitar players. While there IS plenty of that anecdotal material contained within these pages, there's also a fair amount of very dry business chatter. Certainly Bob Taylor has much advice to offer entrepreneurs on the subjects of trial error, the employer/employee dynamic and plowing forward through adversity, but I found the business-heavy passages to be the least compelling and most clumsily written portions of the book; they felt repetitive and forced, as if the author were rehashing the same point over and over, with slightly different wording, to pad out the page count. Because of this, the book starts out strong and visual, but grinds to an abstract halt by the last two chapters. Perhaps if the publisher had demanded that Taylor use the same well-honed editorial eye that he employs in his guitarmaking, I would have found it to be a much breezier and more enjoyable read. Regardless, for those who want the backstory on Taylor Guitars, you can't beat hearing it straight from the horse's mouth.

The inside story of the founding and growth of Taylor Guitars, one of the world's most successful guitar manufacturers Bob Taylor mixes the details of his experience as a tradesman and cofounder of Taylor Guitars, a world-famous acoustic and electric guitar manufacturer, with philosophical life lessons that have practical application for building a business. From the "a-hard" moment in junior high school that inspired his very first guitar, Taylor has been living the American dream, crafting quality products with his own hands and building a successful, sustainable business. In Guitar Lessons, he shares the values that he lives by and that have provided the foundation for the company's success. Be inspired by a story of guts and gumption, an unwavering commitment to quality, and the hard lessons that made Taylor Guitars the company it is today.

the entrepreneur's tale, elegantly told thoroughly enjoyable story of business success. ' (Director, March 2011). An enjoyable autobiography full of homespun wisdom and telling anecdotes. (Guitarist, April 2011). Be enthused by a story of guts and gumption steadfast commitment to quality and the hard lesson along the road to success. (The Market, May 2011). a great success story. (Business Destination, May 2011). From the Inside Flap It was the summer of '72 when seemingly disparate interests harmonized into a single clarion call for a teenage Bob Taylor. Longing to own a 12-string guitar but unable to afford one, Taylor built his first guitar in shop class during his junior year of high school. As his desire to make music and his talent for building things converged, Taylor experienced an epiphany that revealed his vocational path. He had discovered that making guitars would be his life's work, even though he had no real blueprint to guide him. In Guitar Lessons, Taylor shares stories of how a lifelong passion led to a pioneering business. From his humble beginnings at a guitar shop near San Diego, aptly named The American Dream, through the early struggles of founding and sustaining Taylor Guitars with his business partner, Kurt Listug (who's still CEO today), Taylor recounts the valuable lessons that enabled two driven "kids" to overcome formidable obstacles and grow their small guitar shop into a world-renowned guitar brand. Today, Taylors are the guitars of choice for serious musicians. Players as diverse in style as Dave Matthews, Prince, Zac Brown, Jason Mraz, Neil Young, Taylor Swift,

and many more of today's biggest names proudly strum their Taylors both onstage and in the studio. Along with these stars, thousands and thousands of other musicians—pro and amateur—choose Taylor. This wasn't always so. Guitar Lessons takes you back to when the company was just a handful of devoted craftsmen working with little more than pluck and perseverance to breathe life into their fledgling enterprise, learning hard lessons about business and life along the way that would pay off years later. Through anecdotes that blend self-deprecating wit with grassroots wisdom, Bob Taylor reflects on the key experiences and personal revelations that nurtured the company's growth. Guitar Lessons will give you a fresh perspective on how the fundamental values of hard work and determination can be applied to overcome challenges in business and life, leading to success and personal fulfillment. Amid today's mass-production culture, Taylor's philosophy as a modern-day craftsman and respected leader serves as a compass for "crafting" a meaningful life. Many people try to take their passion and turn it into a business. Many fail. Some sell out along the way. Bob Taylor found his love as a teenager, worked hard at it, and created a profitable, growing enterprise, which he still happily stewards alongside Listug. If you've ever wondered how truly unique companies come to be, you'll be inspired by Bob's Guitar Lessons.

**From the Back Cover** Bob Taylor knows what it takes to make a great guitar. He also knows what it takes to make 500 great guitars every single day. It takes perseverance, hard work, a willingness to learn, and dedication to your life's passion. Guitar Lessons delivers a story of having what it takes not just to succeed eventually but most importantly, to survive those grueling early years. Nearly every successful company came from meager beginnings, and Taylor Guitars is no exception. In 1974, Bob Taylor and his partner, Kurt Listug, then just a couple of kids, embarked on a journey to own their own guitar company. They instantly found themselves tempest-tossed, bailing water out of a leak-prone workshop, constantly struggling to make a buck, and tackling ever more complex problems. Taylor shares each epiphany, each nugget of wisdom that encouraged him to overcome the obstacles, shaped his knowledge of manufacturing, and helped him transform his passion into a lucrative business. Today, Taylor Guitars is one of the world's most successful and highly regarded acoustic and electric guitar manufacturers. This is the story of how it all came to be.

**QA with Author Bob Taylor**

**Author Bob Taylor** What inspired you to write this book? The opportunity was presented to me, and the time just seemed right. Sometimes, I think, if you do these things too early, it's a waste of time. In our case, it seems as if everything is right for people to want to read the book. How would you describe Guitar Lessons to someone who has little knowledge of Taylor? It's a book of business lessons learned through experience and told in story form. It's the story of starting a business as a teenager based on a craft I fell in love with, and really, how it turned into a major business by bringing great people in with me and persevering through the years. Is there content in the book that will surprise existing Taylor Guitars owners? I think people familiar with the company will see it as a more in-depth and candid story than what they are going to read in a blog, article, or company profile. In a book format, there's enough time to go into depth. There are lots of Taylor guitar owners. We've sold a million guitars, and 750,000 of those have only recently joined our customer base in the last six or seven years. This will give them a better insight into our story and where we came from. What lessons do you want readers to leave with? The main lessons are that it takes perseverance and the ability to knock down obstacles as you go. There's no singular thing that acts as a turning point in a business and gets you to finally "make it." There may be 25 things that you need to solve for your business to be successful. Maybe you have to get to where eight or nine are solved just to stay in business, and then you go from there. But you must continue to own something, whether it means learning how to do production, marketing your products, or taking care of employees. You can run a car with six pistons, but it takes all eight pistons to fire for the car to really run great.