



32 Ways to Be a Champion in Business

Earvin Magic Johnson

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As a young man, Earvin “Magic” Johnson admired his father and other small-town entrepreneurs who created jobs and served as leaders in his Midwestern community. He worked for them, watched them, and his interest in building communities through economic development grew even while his basketball career flourished. His fame as an NBA star gave him access to some of the most successful business leaders in the country. It was Earvin’s own entrepreneurial spirit that inspired them to serve as his mentors.

Earvin made the transition from great athlete to greater entrepreneur through hard work and by avidly pursuing opportunities. He recognized that densely populated urban communities were ripe for commercial and residential development. He partnered with major brands like Starbucks, 24 Hour Fitness, and T.G.I. Friday’s to lead a major economic push in these communities. The success of his businesses proved that ethnically diverse urban residents would welcome and support major brands if given the opportunity. Earvin continues to be a leader of urban economic development that provides jobs, goods, and a new spirit of community.

32 Ways to Be a Champion in Business will inspire and enlighten readers who wish to make a similar impact with their careers and business endeavors.

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