



A Curious Discovery: An Entrepreneur's Story

John S. Hendricks

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In *A Curious Discovery*, media titan John Hendricks tells the remarkable story of building one of the most successful media empires in the world, Discovery Communications.

John Hendricks, a well-respected corporate leader and brand builder, reveals that his professional achievements would not have been possible without one crucial quality that has informed his life since childhood: curiosity.

This entrepreneur's story takes you behind the scenes of some of the network's most popular shows and greatest successes, and imparts crucial lessons from the network's setbacks.

With insights, anecdotes, photographs, and real-world wisdom, *A Curious Discovery* is more than a powerful autobiography and corporate history: It also a valuable primer for business innovators and entrepreneurs.

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