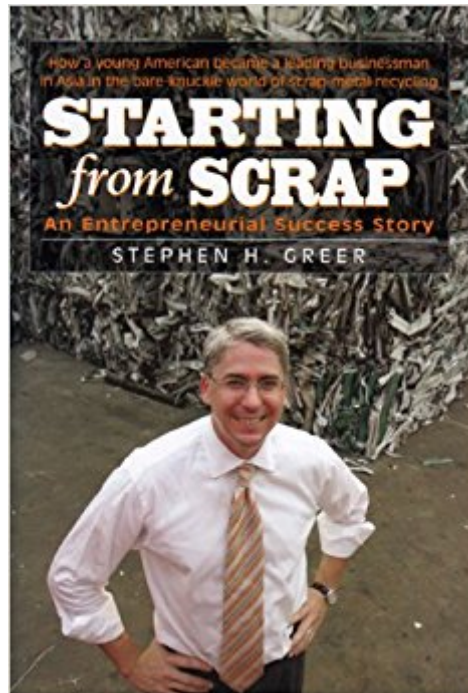




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# Starting From Scrap: An Entrepreneurial Success Story



## Synopsis

A rags-to-riches story of a young man who comes to Hong Kong and builds a global metals-recycling business. Keen insights into entrepreneurial drive, Asian business, and business-success fundamentals.

## Book Information

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## Customer Reviews

"This book is a wonderful read and a must for young entrepreneurs who will relish this first-rate story. Greer tells first-hand of the trials and tribulations of creating and building a scrap-metal business in the rough-and-tumble world of Asia. Stephen has earned his mark as a true entrepreneur as well as a witty and talented writer. " -- Robert Miller, Founder of DFS / Duty Free Shoppers

This book is a wonderful read and a must for young entrepreneurs who will relish this first-rate story. Greer tells first-hand of the trials and tribulations of creating and building a scrap-metal business in the rough- and-tumble world of Asia. Stephen has earned his mark as a true entrepreneur as well as a witty and talented writer. " --Robert Miller, Founder of DFS / Duty Free Shoppers Stephen Greer arrived in Hong Kong in 1993, a recent college grad with no financing, scant experience, and only a notion of starting some kind of business. Fourteen years later, his company Hartwell Pacific was a \$250-million enterprise and a player in the global scrap-metal recycling trade. Along the way he encountered cultural roadblocks,

ruthless and sometime unscrupulous competitors, and learned critical lessons in what makes a young business thrive. This remarkable story is chronicled here with humor, suspense, and keen insights into the strategies that made Stephen Greer a highly successful entrepreneur.

This is just a great entrepreneurial success story! The author had quite a ride in developing his business from the ground up. The story begins in Hong Kong when Greer is a 20 something year old with little real life work experience and zero experience running a global trading operation. Wall Street didn't happen for him and the corporate life didn't seem so appealing so a young Greer packed his bags and without a job or any real leads, moves to Hong Kong to try his hand in Asia. Before long, with a little trial and error and just enough luck he's up and running a successful metal trading business that takes him on some crazy adventures spanning the globe. The choices he made were purely entrepreneurial and good old fashioned hard work - Greer's success was well earned by hard work, entrepreneurial instincts, cultural open-mindedness and common sense. The story is well told and I found that this book was hard to put down after starting it.

Full house of stars for this ebook. Stephen is a salted entrepreneur who took his time to write his real life experience on building a metal recycling business from Hong Kong spanning over several offshore countries. The essence of the trial and tribulations of each start-up is discussed in his straight forward style. I have learned much from this - trust and credibility features foremost, for yourself, your key general managers and your life partner (wife). Controlling cost, product disappearance, finding and keeping key industrial customers and travelling constantly makes for interesting reading. I have learned much myself and the importance of having systems and check & balances in place for an ever expanding metal trading business. Stephen I trust you have not retired and are working on your next venture.

As an entrepreneur in same area of International scrap metal trade, I "swallowed" the book and it's an amazing story. The book opens a very rare window into this trade, which you can hardly get info about from other sources...Additionally- you will never learn while doing your MBA, about the "street smart" hedging and diversification of risks that Stephen created as an entrepreneur, struggling to invent the wheel every morning- a very common feeling among entrepreneurs. You will not learn at university that the most valuable asset you have are the people you are working with- We all learn it after some knocks...But the most significant motive in the book in my view is- "never give up on your way" . No matter how much times POSCO will turn you down- keep going... The success is just

behind the corner for those who are not afraid to go there...

This book is a great look at starting your own company. I love that he just went to Hong Kong and decided he was going to be successful and did just that. Very inspirational and makes me want to do the same thing. He began by knowing the business model he wanted to follow and then spent a lot of time figuring out which product to trade to make it work. Another thing I like is that he shares everything including the good and the bad. I definitely learned a few lessons that I hope I can use in the hopefully not too distant future when I open up my own company. To be honest it took me a little bit of time to get into it. I was interested in the Hong Kong culture and everything but seemed like he was trying too hard to be descriptive and worried because it seems like it was going to discuss this more than the actual starting a business.. if anyone else feels the same I'd tell them to get past page 15 or so and trust me, you'll have trouble putting it down till you hit the end. Last thing to throw in is that my favorite moment in the book involved a machine gun and airport security.. you have to read it to find out what happened however :) Basically this is a great read and I would highly recommend you order it right away!

This is a quick read that will be a treasure for any budding international business entrepreneur or anyone interested in what business in Asia can be like (not to mention Mexico, where hearts and wallets continue to be broken). The author is exceedingly honest for a guy who must be (justifiably) quite proud of his accomplishments. He and his editors did an outstanding job chronicling the rise of Hartwell Pacific and the company's troubles in various markets. Most importantly, they keep the reader involved by boiling the events down to their essentials. Yet, despite cutting out a lot of the fluff I would expect in most such books, the personalities of the characters were also well developed. I'd like to know how Mr. Greer managed to retain such detailed memories of his experiences in some cases, but the narrative is very believable. It will take you six to eight hours to read this book and it's time well spent.

A fascinating, fast paced account of how this entrepreneur realized his dream through persistence and determination. I couldn't put it down! Steve and Mei handled daunting setbacks with grit, patience and humor through understanding the diverse cultural problems they encountered. Most people would have thrown in the towel and quit. What a roller coaster ride! It's a thrilling story of a partnership that works. Beautifully integrated into the book is the tale of their harrowing escape from death in Indonesian waters. This is worthy of a story by itself. If you want to know what makes a

successful entrepreneur tick, this book is for you.

Great story! Loaded with practical insights for any business person. I appreciated the gritty honesty of trying to build something from scratch with lots and lots of failures and a few big successes. Stephen....thanks for taking the time to write this book.

I started this book as an inspiration material for business idea, but not until later I found out that this is actually about a story of life. But who's to say business is not about story of life. Highly recommended.

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