

# Contents

<b>PART ONE</b>	<b>Birth of a Peddler</b>	<b>1</b>
CHAPTER ONE	The Difference Makes All the Difference	3
CHAPTER TWO	Thinking on Your Feet	12
CHAPTER THREE	Fifty-Two Bucks	28
CHAPTER FOUR	How to Stay a Step Ahead	37
CHAPTER FIVE	The Odor of Opportunity	51
CHAPTER SIX	Opportunity Knocks—Again	69
CHAPTER SEVEN	A Can Called Chun King	84
CHAPTER EIGHT	When Things Go Wrong	97
CHAPTER NINE	One Partner for Life	104
<b>PART TWO</b>	<b>Building A Business—And Selling It</b>	<b>117</b>
CHAPTER TEN	A New Home for a New Business	119
CHAPTER ELEVEN	Slicing Costs Off Celery Stalks	135
CHAPTER TWELVE	Sometimes You've Gotta Bite the . . . What?	147
CHAPTER THIRTEEN	Where Do We Go from Here?	157
CHAPTER FOURTEEN	Diversification and Its Dangers	171
CHAPTER FIFTEEN	“Human Resources” Are People	186

**CHAPTER SIXTEEN** The Poor Man’s Guide to Advertising Success 204

**CHAPTER SEVENTEEN** Build ‘Em to Sell ‘Em . . . Not to Go to Bed with ‘Em 217

**CHAPTER EIGHTEEN** From One Company to Another 227

**CHAPTER NINETEEN** Pizza Rolls: They’re Not Danish 240

**CHAPTER TWENTY** Building a Business Is Fine—But There’s More to Do 249

**PART THREE Money In The Bank—Now What? 257**

**CHAPTER TWENTY-ONE** Making Money Is a Hassle—Investing It Is A Bitch 259

**CHAPTER TWENTY-TWO** Jeno the Sports Mogul 274

**CHAPTER TWENTY-THREE** The Call of the Wild 281

**PART FOUR My Life as a “Lawyer” 289**

**CHAPTER TWENTY-FOUR** Learning the Trade 291

**CHAPTER TWENTY-FIVE** Pissed Off at Packagers 296

**CHAPTER TWENTY-SIX** Ridiculing the Ridiculous Media 310

**CHAPTER TWENTY-SEVEN** Bernie’s Winter Vacation 323

**CHAPTER TWENTY-EIGHT** After a Long Lawsuit, a New Company Is Born 331

**CHAPTER TWENTY-NINE** Debacle in Duluth: The Rape of the Taxpayer 339

**CHAPTER THIRTY** A Lake, a Lodge, and a Lawsuit 349

**CHAPTER THIRTY-ONE** The PCs Kept Rolling Along . . . But So Did the PIAs 357

**PART FIVE The Many Faces of Activism 371**

**CHAPTER THIRTY-TWO** A Statement for the Record 373

**CHAPTER THIRTY-THREE** When Eskimos Dined on Caviar 379

CHAPTER THIRTY-FOUR	Tribes and Tribulations	387
CHAPTER THIRTY-FIVE	Lessons from the Indian Nations	400
CHAPTER THIRTY-SIX	Buongiorno, Italian-Americans	407
CHAPTER THIRTY-SEVEN	New Town for a New Time	416
CHAPTER THIRTY-EIGHT	Climb Every Mountain, Scale Every Fence . . . Even if You Have to Tie Up Every Highway	426
<b>PART SIX</b>	<b>Presidents Are Just People . . . Who Want To Be Re-elected</b>	<b>439</b>
CHAPTER THIRTY-NINE	John F. Kennedy 1961–1963	441
CHAPTER FORTY	Lyndon B. Johnson 1963–1969	446
CHAPTER FORTY-ONE	Hubert H. Humphrey— The President Who Might Have Been	450
CHAPTER FORTY-TWO	Richard M. Nixon 1968–1974	461
CHAPTER FORTY-THREE	Gerald R. Ford 1974–1977	477
CHAPTER FORTY-FOUR	Jimmy Carter 1977–1981	487
CHAPTER FORTY-FIVE	Ronald Reagan 1981–1989	505
CHAPTER FORTY-SIX	George H. W. Bush 1989–1993	517
CHAPTER FORTY-SEVEN	William J. Clinton 1993–2001	523
CHAPTER FORTY-EIGHT	George W. Bush 2001–present	527
<b>Part Seven</b>	<b>A Few Free Samples</b>	<b>539</b>
CHAPTER FORTY-NINE	Jeno's Credos	541
CHAPTER FIFTY	In Search of an Epilogue	548
CHAPTER FIFTY-ONE	Shame on America	562