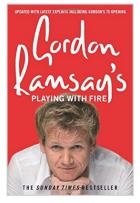
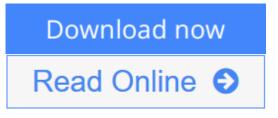
GORDON RAMSAY'S PLAYING WITH FIRE



By Gordon Ramsay



GORDON RAMSAY'S PLAYING WITH FIRE By Gordon Ramsay

Not a sausage. That is what Gordon Ramsay had when he started out as a chef, working 16-hour days, 6 days a week. When he was struggling to get his first restaurant in the black, he didn't think he'd be famous for a TV show about how to run profitable eateries, or that he'd be head of a business empire. But he is and he did. Here's how. "In the beginning there was nothing. Not a sausage penniless, broke, fucking nothing - and although, at a certain age, that didn't matter hugely, there came a time when hand-me-downs, cast-offs and football boots of odd sizes all pointed to a problem that seemed to have afflicted me, my mum, my sisters, Ronnie and the whole lot of us. It was as though we had been dealt the 'all-time dysfunctional' poker hand. I wish I could say that, from this point on, the penny dropped and I decided to do something about it, but it wasn't like that. It would take years before the lessons of life, business and money began to click into place - before, as they say, I had a pot to piss in. This is the story of how those lessons were learned." This is Gordon Ramsay at his raw, rugged best.P LAYING WITH FIRE is the amazing story of Gordon's journey from sous-chef to superstar. In his no-holds-barred style, Gordon shares his passion for risk and adventure and his hard-won success secrets.

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Editorial Review

Review

Praise for Humble Pie: 'Gordon Ramsay's Humble Pie -- so exuberantly angry boastful, cliche-ridden, expletive-laden and touchingly sincere that I can't believe that a single sentence has been written by anyone but the failed footballer, great cook, telly star and businessman himself. He's the genuine bollocks, as he's so fond of saying, and this is the tale of his personal class struggle.' -- The Observer 'Inspirational stuff.' Heat 'I cannot recommend strongly enough that every BII member reads it. It's so refreshing and energising -- and oddly the fact that every fifth word begins with 'F' adds to its charm, its passion and its delight!The book is an inspiration. Anybody running any kind of business will benefit from reading this.' BII Business magazine

About the Author

Gordon Ramsay has launched a string of internationally celebrated restaurants in London with ten Michelin stars between them, with his stable of highly talented chefs, and has restaurants in Dubai, Tokyo, New York and Florida, with more planned. The author of nine best-selling cookery books and an autobiography, Humble Pie, Gordon is one of the biggest television personalities in the UK with his hit shows, Ramsay's Kitchen Nightmares, Hell's Kitchen and The F Word. He was awarded an OBE in 2006.

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