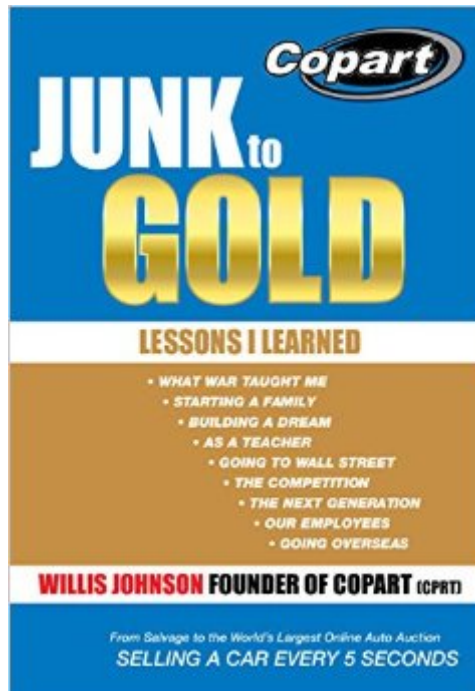


The book was found

Junk To Gold: From Salvage To The World's Largest Online Auto Auction



Synopsis

Willis has a clear understanding of who he is and what he believes in. His focus is clear and unwavering, family, religion. Copart Willis built Copart from one junk yard to a \$4.5 billion high-tech driven auction company. This did not come from a series of successful five-year plans. Willis never had a long-term plan. His focus was to surviveâ ”to get up each morning and do the best he could. He brings to that task certain natural abilitiesâ ”the ability to constantly observe, to think about what he observes, to prioritize, to delegate, to rethink, and to reexamine almost everything constantly. And he is comfortable making decisions. How he thinks and his capacity to be decisive is why Copart has grown from one junk yard to a \$4.5 billion international high-tech inspired auction company.

Book Information

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Customer Reviews

Junk to Gold is a great read, easy to pick up and not put down until you get to the end. The story of Copart, from its very early days, was fascinating. Like so many of the great companies in America, this one started with a person who was a born businessman. Through the story of business development there is woven a story of a real person with a real life, family, hopes, dreams and faith. There is something in this book for everyone- from investors to auction buyers, business students and business owners, friends and family of the players in the story. It is a story of birth, growth, success and giving back. It is a story of a greasy grungy business of cars and used car parts, not glitzy in and of themselves, turning junk into gold for those who have been stateholders

and shareholders. Often, when I read a book I feel informed, but not inspired. When I finished this one, I was both. Well done, well done.

As a newly acquired Copart Employee, I started reading this book thinking it would be something I "should do for work" but I couldn't believe how great it was! Normally, I don't care for non-fiction, but this is such a great story that it comes to life! I read the entire book cover to cover in 1 day - I couldn't put it down! And, I wouldn't hesitate to read it again. I laughed a little and I cried a little - truthfully! This is an inspiring tale about an ordinary man who accomplished extra-ordinary things. It was so inspiring!

I loved every word! This book is for anyone who loves reading about people, anyone looking for business tips, (regardless of being in the salvage/auto business). It's truly inspiring to read how a man and his wife started with nothing, worked hard, trusted God, sacrificed, built their business standing on fair business principles and were blessed with success. It's a great book to read for all ages from pre-teens to senior citizens. It's an entertaining and encouraging.

A tremendous story about an honest Businessman, from his simple roots to the reward he built for himself, his company and his employees. Willis Johnson's message is one that resonates throughout time: treat people the way you want to be treated. I laughed and cried my way from cover to cover.

I have been buying at Copart for over 20 years and love what they do. While reading this book so many light bulbs went off as I have seen the changes they speak about personally through the years. You get a personal look at how this wonderful company did the impossible

I know Willis Johnson personally, and this is a true account of who he is and how he got there!

Amazing man and the great book. All Willis life it is the God's Miracle. Everything he touched and EVERYONE he likes becomes GOLDEN. Thank you, Willis. May God bless you and your family. Yes, I will be happy to see Willis in the White House. Clowns on the candidates list NOT EVEN CLOSE TO THIS MAN! Reader from Canada. ps This book must be TRANSLATED to all major languages..

Mr. Johnson lived the American Dream. He worked hard, made sacrifices and believed in himself and God. He surrounded himself with good people and built an empire. I had the honor to meet him, and he is a wonderful, humble human being.

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