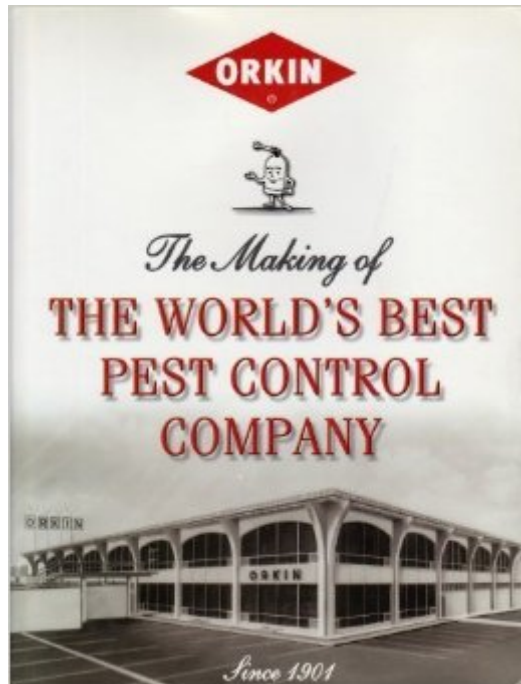


The book was found

Orkin: The Making Of The World's Best Pest Control Company



Synopsis

In the early days of the twentieth century, Otto Orkin, a fourteen-year-old Latvian immigrant, became an expert at killing rats in order to protect his family's winter food supply on their farm in Pennsylvania. As he grew into adulthood, he used that skill to help other people with their pest control problems and, in the process, built a company ten times bigger than its closest competitor. Orkin trusted his instincts, which told him that developing and keeping customer trust was the key to good business. O. Wayne Rollins was, like Otto Orkin, a man of humble beginnings. He didn't have expericncc in pest control, but he knew, from the numerous radio and relcvision stations he had bought and managed successfully over the years, how to recognize the potential for growth in an already profitable business.

Book Information

Hardcover: 294 pages

Publisher: Rollins, Inc. (2005)

Language: English

ISBN-10: 0976486202

ISBN-13: 978-0976486206

Product Dimensions: 11.1 x 8.6 x 0.8 inches

Shipping Weight: 2.5 pounds

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Best Sellers Rank: #882,339 in Books (See Top 100 in Books) #28 inÂ Books > Crafts, Hobbies & Home > Gardening & Landscape Design > Weed & Pest Control

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