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NEED BUSINESS ADVICE? GO FISH

“Uncharted Waters” Brings New Meaning to Fishing for Business

LOS ANGELES – In Anthony Zolezzi’s new book, “Uncharted Waters, Boat to Boardroom; Lessons I’ve Learned” (ASM Books, 2010), the secrets of a successful entrepreneur are very similar to the secrets of a good fisherman.

At least that’s the case for Anthony Zolezzi whose book reads as a personal memoir and professional guide filled with useful “fisherman philosophies” and modern business axioms that can be applied to today’s turbulent career climate.

“I’m a son of a fisherman,” says Zolezzi. “This is how I’ve always introduced myself to audiences but no one really understood what that meant so this book gives the back-story on my father’s fishing business in San Diego and what I learned along the way that I’ve been able to execute in many boardrooms.”

Over his 30-year career Zolezzi has launched more than 25 different companies and products all with a common theme: eco-friendly and sustainable. By working with major corporations such as Nestlé, Bumble Bee Seafood, Horizon Organic Dairy, Wild Oats Markets, The Prince of Wales Duchy Originals, Viacom and Paramount Pictures, Zolezzi has experienced many “uncharted waters” and writes about these stories along with valuable lessons learned in his book.

“Entrepreneurs are extremely difficult to understand so many people always ask me how to do what I do,” says Zolezzi. “A book could never ever really give you a step-by-step on how to be an entrepreneur since most entrepreneurs are learning through their own experiences and gaining inspiration from their personal life. This book is an attempt to show where my inspirations have come from and how I’ve applied lessons in my life to the business world.”

Zolezzi’s motivation to write “Uncharted Waters” came after the 2008 financial crisis hit. Even after losing 40 percent of his net worth, he saw the turbulent time as an opportunity to invest in businesses.

“I’ll never forget fishing with my father when the weather would start to churn,” says Zolezzi. “He’d always say, ‘fish like a little chop,’ so no matter how you look at these times we face, there are many more fish to catch and the best time to catch them is when the waters are a little choppy.”

Zolezzi’s book, “Uncharted Waters, Boat to Boardroom; Lessons I’ve Learned” is available on Amazon.com or for a preview of the book and more information visit www.anthonyzolezzi.com.

Fish Like a Little Chop So Do Entrepreneurs

In “Uncharted Waters,” entrepreneur and author Anthony Zolezzi gives “fisherman philosophies” for business settings. Here are some of his axioms to live and work by:

Listen to Your “Automatic Pilot”
(Led Zolezzi to launching Bubba Gump Shrimp Co.)

Seek Out the Sashimi Eaters
(How Zolezzi engaged Wild Oats for a big project for pets.)

Always Ask for Help with a Two-Pole Fish
(How Zolezzi evolved a major recycling program to the masses)

For more previews on the book go to www.anthonyzolezzi.com.