



# Looptail: How One Company Changed The World By Reinventing Busine

*Bruce Poon Tip*

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**Looptail: How One Company Changed The World By Reinventing Busine** Bruce Poon Tip

**The award-winning CEO of G Adventures shares the dynamic business practices of the world's leading adventure travel company**

In 2010, Bruce Poon Tip shut down his human resources department. After building G Adventures from his garage into the world's largest adventure travel company with over 1,500 employees around the world, it was a controversial decision.

Recognized as a top CEO by Profit, Canadian Business, Forbes and others, Poon Tip is a sought-after speaker whose unconventional management practices have helped him build an adventure travel company with \$200 million in revenue and consistent and unprecedented growth for over two decades.

*Looptail* is the story of Poon Tip's journey from humble beginnings as a rebellious misfit kid with entrepreneurial ambitions to his place as a world-renowned business leader who believes in the importance of good karma, freedom, happiness and making meaningful connections. *Looptail* shares lessons and stories about branding, management, disruption and other key topics through a colourful first-person narrative of Poon Tip's own experiences and the key turning points in G Adventures' evolution into a global brand.

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