



Guitar Lessons: A Life's Journey Turning Passion into Business

Bob Taylor

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The inside story of the founding and growth of Taylor Guitars, one of the world's most successful guitar manufacturers

Bob Taylor mixes the details of his experience as a tradesman and cofounder of Taylor Guitars, a world-famous acoustic and electric guitar manufacturer, with philosophical life lessons that have practical application for building a business.

From the “a-ha” moment in junior high school that inspired his very first guitar, Taylor has been living the American dream, crafting quality products with his own hands and building a successful, sustainable business. In *Guitar Lessons*, he shares the values that he lives by and that have provided the foundation for the company’s success.

Be inspired by a story of guts and gumption, an unwavering commitment to quality, and the hard lessons that made Taylor Guitars the company it is today.

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