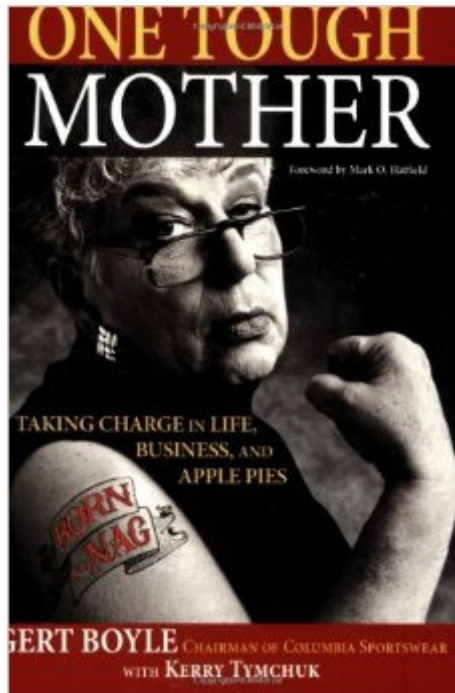


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# One Tough Mother: Taking Charge In Life, Business, And Apple Pies



## Synopsis

When a heart attack claimed Gert Boyle's husband in 1970, the forty-six-year-old housewife and mother of three found herself at the helm of Columbia Sportswear, a small outerwear manufacturer in Portland, Oregon, that was struggling financially. With no business experience whatsoever, Boyle was faced with the challenge of running Columbia, which had been founded in 1937 by her father &#151; a Jewish immigrant who had fled Hitler's Germany. Boyle and her son Tim persevered, turning a company that in 1970 had forty employees and less than \$800,000 in annual sales into the leading seller of skiwear in the United States, with more than 2000 employees and over a billion in annual sales. Along the way, thanks in part to a creative marketing campaign that billed her as "one tough mother," Boyle established herself as an industry icon, and the first woman ever inducted into the International Sporting Goods Hall of Fame. *One Tough Mother* presents an honest and often irreverent account of Boyle's journey from a childhood in Nazi Germany to incredible success in America. She offers insights into succeeding in business and in life, and shares many of the advertisements and strategies that have made her so recognizable.

## Book Information

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## Customer Reviews

Very entertaining and informative biz book by a successful woman entrepreneur in the Northwest. Reminds me of "Personal History" by Katharine Graham in terms of how a strong businesswoman had to take over the business in a time of crisis and make it a success. Inspirational for business leaders everywhere.

Interesting autobiography about Gert Boyle, the Columbia Sportswear Company and the way she ended up there. The book is written with a no-nonsense voice and a good sense of humor - quick to read and includes some photos from the company's ad campaign built around Ms. Boyle.

One Tough Mother I picked up on a trip to Portland. It is the true story of Gert, who took over what became Columbia Sportswear and made it into what it is today after the death of the founder. Her and her son made it happen. It isn't a classic book, or one of great guru status and Mother Gert wouldn't want it that way. She is a unique lady, still active in the company and the icon behind the brand. And the 'Gertism's' in the book are well worth the price. Fun read.

This book was interesting and entertaining. I happen to know Gert personally as she married my best friend's brother, Neal Boyle, so the book was extra meaningful to me. It's a great story of an immigrant family who achieved the 'American dream', and it has a lot of info for those who have their own business. I highly recommend it to young entrepreneurs or anyone who enjoys a story with a happy ending.

Book: One Tough Mother: Taking Charge in Life, Business, and Apple Pies - by Gert Boyle.

Interesting reading. Interesting personality. One tough cookie, but likable.

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