



The Bill Cook Story: Ready, Fire, Aim!

Bob Hammel

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Bill Cook epitomizes the American success story. His business ventures in medical devices, pharmaceuticals, genetics, real estate, retail management, and travel services have made him a billionaire. Yet, Cook continues to lead a modest life, involving himself in a variety of philanthropic activities that have included historic preservation and even a marching band. This riveting story is the first-ever biography of the entrepreneur who, working from the spare bedroom of his Bloomington, Indiana, apartment in 1963 with a \$1,500 investment, began to construct the wire guides, needles, and catheters that would become the foundation of the global multi-billion-dollar Cook Group. Biographer Bob Hammel, with extraordinary access to Cook, his files, and his associates, has created a vivid portrait of this modern, multidimensional Horatio Alger?quirky humor, widely varied interests, and all. Informative and inspiring, this book celebrates an exceptional self-made individual.

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