

65 ROSES AND A TRUNKI

Defying the Odds in Life and Business

Rob Law MBE with Dr. Peter Hughes

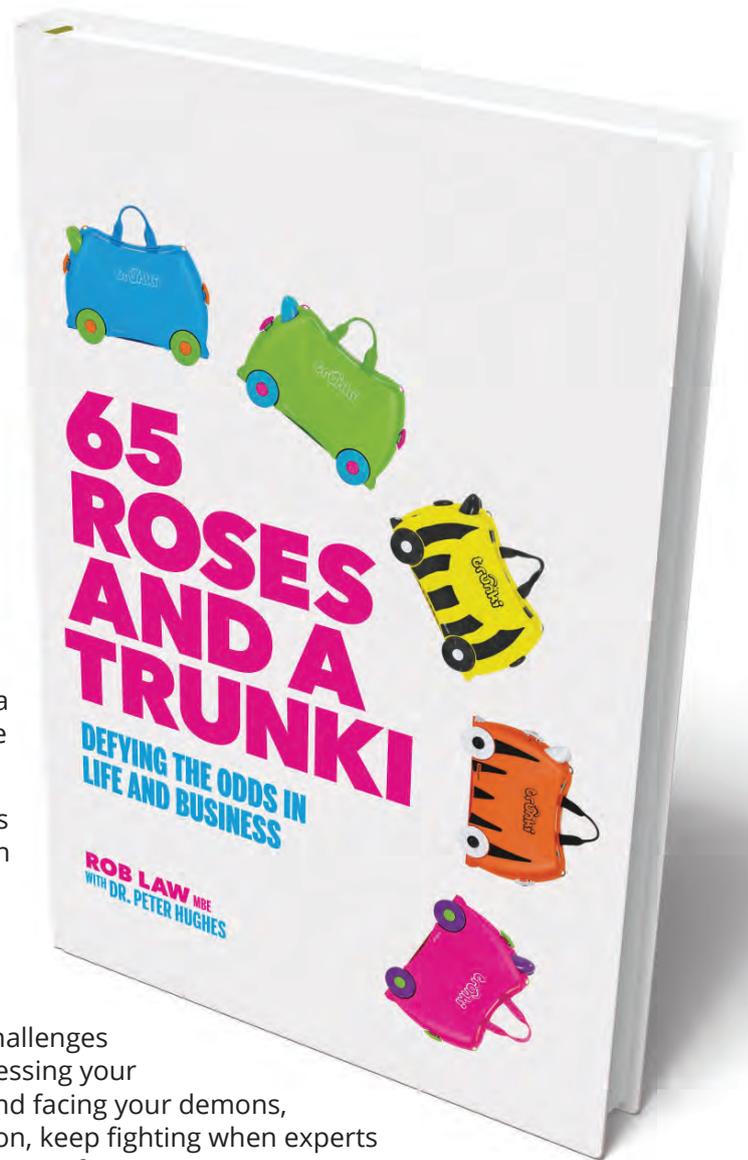
65 Roses and a Trunki tells the extraordinary success story of entrepreneur Rob Law, designer and inventor of Trunki, the award-winning children's ride-on suitcase that's sold millions of units worldwide.

Born with cystic fibrosis (endearingly referred to by children as 65 Roses), Rob watched his twin sister die from the same illness at sixteen. Told he could not expect to live into his twenties, he made a promise that he was going to defy the odds and live a long and successful life.

Despite being humiliated in *Dragons' Den* where his business was described as "worthless", Rob went on to create a new category of consumer product and built a global brand.

After beating overwhelming odds on the road to success in his personal and professional life, Rob wrote this memoir to help anyone facing difficult challenges in life and business. From brand-building and harnessing your creativity to managing a chronic health condition and facing your demons, you'll learn how to defy the odds, follow your passion, keep fighting when experts are telling you to quit and overcome every challenge you face.

65 Roses and a Trunki is a life-affirming book. Drawing on key insights from personal and business psychology, it tells an inspirational story that can be your story too.



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“Rob Law’s life is an inspirational lesson in humility and resilience”

Richard Reed CBE, co-founder *Innocent Drinks*

“A stunningly honest and personal book from a man who has looked inside himself to make sense of the world of business and what drives us to achieve. It speaks directly to purpose and how vital that is in business and life.”

Paul Lindley OBE, Founder *Ella’s Kitchen*

WILEY



ABOUT THE AUTHOR



Rob Law is a business leader who has defied extraordinary personal and professional odds to achieve success.

In the wake of being one of the most famous rejections on BBC's *Dragons' Den*, he successfully pioneered Trunki, the brand behind the much-loved ride-on suitcase for tots.

Since its launch in May 2006, the company has won over 120 awards including The National Business Awards SME of the Year, Rob has received an MBE for Services to Business.

Born with cystic fibrosis, Rob is now a *Cystic Fibrosis Trust* Patron and an inspiration to many people living with life-threatening illnesses.

'A truly extraordinary and inspiring story'

Richard Joseph

Co-founder & CEO Joseph Joseph

'An inspirational example of courage and determination - compulsory reading'

Sir John Timpson CBE

Chairman Timpson

'A journey of pain, purpose and determination to survive. An incredible read.'

Will Butler-Adams OBE

CEO Brompton Bikes

'...lessons for us all about resilience and self-belief. This is essential reading.'

Nadine Dereza

Journalist, Presenter & Media Director

'A stunningly honest and personal book that speaks directly to purpose and how vital that is in business and life'

Paul Lindley OBE

Founder Ella's Kitchen

'This is a book that everyone should read'

Professor Steven West CBE, DL

Vice-Chancellor, President and CEO, University of the West of England, UK