



All That's Good: The Story of Butch Stewart, the Man Behind Sandals Resorts (Corporate)

Pamela Lerner Jaccarino

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The chronicle of Jamaican entrepreneur Gordon "Butch" Stewart and his all-inclusive Caribbean resort chain, Sandals Resorts, is an engaging travel business success story.

Stewart began his career selling air conditioners door-to-door, and, in 1968, founded Appliance Traders Limited, a booming appliance business still in operation today in Kingston, Jamaica. In 1981, with no hotel experience, the gutsy maverick invested in a rundown hotel next to an airport runway in Montego Bay, Jamaica. Today, that hotel is part of Sandals Resorts, one of the Caribbean's swankiest hotel chains and one of the travel industry's most recognized worldwide brands. This lively behind-the-scenes book details how Stewart's drive, creative leadership, and commitment to quality left an indelible mark on the global travel industry. A foreword by Sir Richard Branson and never-before-published historical and personal photographs round out this fascinating business success story.

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