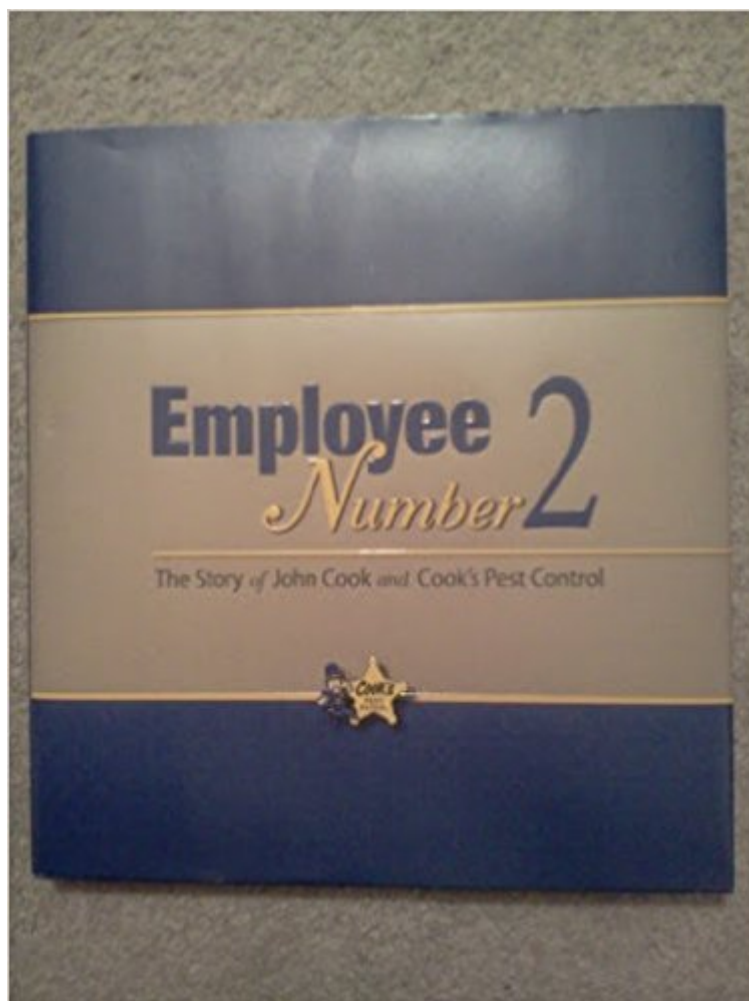


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Employee Number 2: The Story Of John Cook And Cook's Pest Control



Synopsis

What do elephants, blue butter, and computers have in common? They are all part of the interesting and inspiring life of John Cook, owner of one of the largest pest control companies in the Southeast (Alabama). From a promising career in architecture to an agonizing decision as a senior in college, Cook's career path turned out nothing as he planned. *Employee Number 2: The Story of John Cook and Cook's Pest Control* tells of the many challenges John and wife Jo faced in their early years and of the commitment to company and community. It also explains why John called himself "Employee Number 2." This is the personal story of a man and a business: of grit, integrity, and creativity - and of a fledgling company with one employee to a thriving enterprise with more than 1,200. From business principles to public relations, *Employee Number 2* is filled with photographs and is humorous as well as instructional. In 2001, the Better Business Bureau honored his company for its business ethics as the top organization of its size in the United States. That same year the National Pest Management Association presented John its Pinnacle Award, the Association's highest honor. Despite all his accolades, many who recognize the Cook name know it only through the catchy jingle advertising his company: "Lookie, Lookie, Lookie, Here Comes Cookie! Cook's Pest Control." If that's all they know about John Cook, it's unfortunate. John has become wealthy while generously giving to others. He has become an admired and often imitated business leader by encouraging others to lead. His humble charm has made him one of the most innovative and successful leaders of his generation. He achieved all this even though his career path turned out nothing like he planned. Mr. Cook died of pancreatic cancer in February of 2009 and left a legacy of a life we can all look up to with his faith as a Christian.

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Customer Reviews

What do elephants, blue butter, and computers have in common? They are all part of the interesting and inspiring life of John Cook, owner of one of the largest pest control companies in the Southeast (Alabama). From a promising career in architecture to an agonizing decision as a senior in college, Cook's career path turned out nothing as he planned. *Employee Number 2: The Story of John Cook and Cook's Pest Control* tells of the many challenges John and wife Jo faced in their early years and of the commitment to company and community. It also explains why John called himself "Employee Number 2." This is the personal story of a man and a business: of grit, integrity, and creativity - and of a fledgling company with one employee to a thriving enterprise with more than 1,200. From business principles to public relations, *Employee Number 2* is filled with photographs and is humorous as well as instructional. In 2001, the Better Business Bureau honored his company for its business ethics as the top organization of its size in the United States. That same year the National Pest Management Association presented John its Pinnacle Award, the Association's highest honor. Despite all his accolades, many who recognize the Cook name know it only through the catchy jingle advertising his company: "Lookie, Lookie, Lookie, Here Comes Cookie! Cook's Pest Control." If that's all they know about John Cook, it's unfortunate. John has become wealthy while generously giving to others. He has become an admired and often imitated business leader by encouraging others to lead. His humble charm has made him one of the most innovative and successful leaders of his generation. He achieved all this even though his career path turned out nothing like he planned. Mr. Cook died of pancreatic cancer in February of 2009 and left a legacy of a life we can all look up to with his faith as a Christian.

Great Book. Good insight into the Cook family story!

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