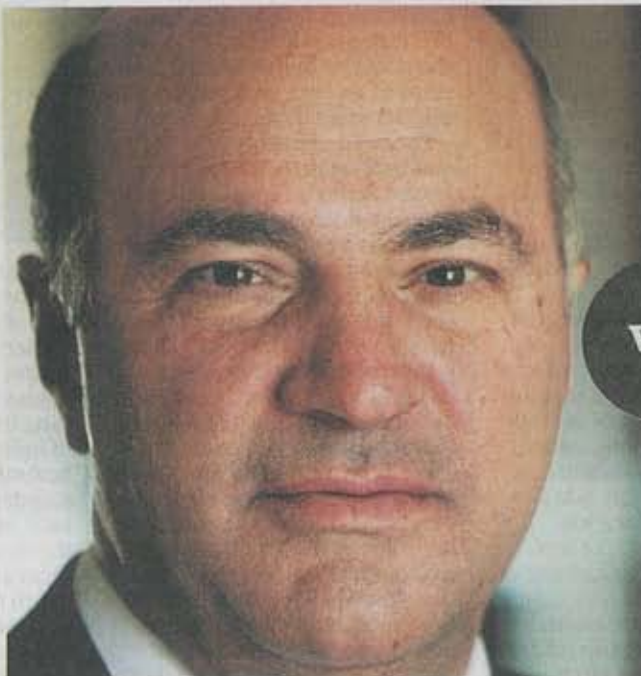
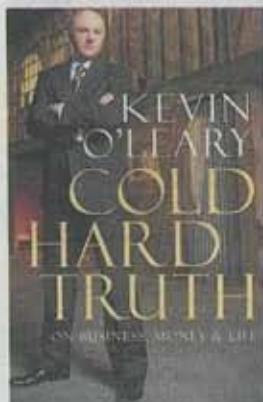


TALE OF THE TAPE

Duelling Dragons

Entrepreneurial bookworms are going to be busy this fall with releases from the depths of the Dragons' Den. Both Kevin O'Leary (*Cold Hard Truth: On Business, Money & Life*) and Arlene Dickinson (*Persuasion: A New Approach to Changing Minds*) know a lot about how to get ahead in the world of wheeling and dealing. When they're not starring on CBC's hit reality series (season six premiered last Wednesday), each heads up a business empire. **Courtney Shea** breaks down the dragons and their tomes

KEVIN O'LEARY



DELLA ROLLINS FOR THE GLOBE AND MAIL

ARLENE DICKINSON



JEFFREY KIRK/CBC TELEVISION



VS.

The fire-breathing dragon known for his ego, steely gaze and scorching verbal lashings.

ONSCREEN IDENTITY

The softy dragon. Don't let the Cruella De Vil hair streak fool you; this dragon (who admits she's particularly apt to support business proposals from single moms) mixes heart with her business savvy.

Sold his The Learning Company to Mattel for \$4.2-billion. Now works as chairman of O'Leary Funds, a company with \$1.5-billion in holdings.

OUTSIDE OF THE DRAGON'S DEN

Owner and CEO of Venture Communications, one of Canada's largest independent marketing firms.

With his imposing stance and thick, gold-embossed lettering, the book's look is very *Art of the Deal*. (Thankfully, O'Leary didn't feel the need to imitate Donald Trump's hairstyle.)

JUDGING A BOOK BY ITS COVER

With the aqua lettering and Dickinson's ethereal wardrobe choice, the book, at first glance, looks like *The Secret* for 2011 audiences. Too bad Oprah wasn't around to trumpet it.

Whatever you pay attention to grows.

SUPER-DISTILLED BUSINESS STRATEGY

Success in business is all about persuasion, and persuasion is all about relationships.

After a series of lost years spent dabbling in photography, filmmaking and playing shuffleboard in campus bars, he finally got his break with SoftKey, now a computer software giant that O'Leary started in his basement using a \$10,000 loan from his mom.

DRAMATIC RAGS-TO-RICHES NARRATIVE

In the midst of her 1987 divorce, a judge ruled she would have to prove she could support her four kids if she wanted to maintain custody. With just a high-school diploma to her name, Dickinson went from minimum-wage-earning bill collector to partner of a marketing firm in a single year.

Jerks get rich because they're not afraid to ask for what they want.

COUNTER-INTUITIVE TIP FROM THE TRENCHES

Forget the fancy footwork and the verbal pyrotechnics – the single most important factor in being persuasive is being a good listener.

High. Business advice mixed with fun personal anecdotes, photos and the occasional curse word.

FUN READ FACTOR

Low. Unless you decide to do a shot every time you read the word persuasion.

If I see a stuffed animal in your workspace, I'll light it on fire. And then I'll fire you.

BUMPER STICKER QUOTABLE

True persuasion is about connecting, not conning.

A scarier Dr. Phil.

PERSON MOST LIKELY TO PLAY HER/HIM IN THE MOVIE VERSION

A sassier Geena Davis.