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It's a Jungle in There: new book by restaurateur Steven Schussler

By Rachel Hutton, Wed., Oct. 6 2010 @ 10:10AM

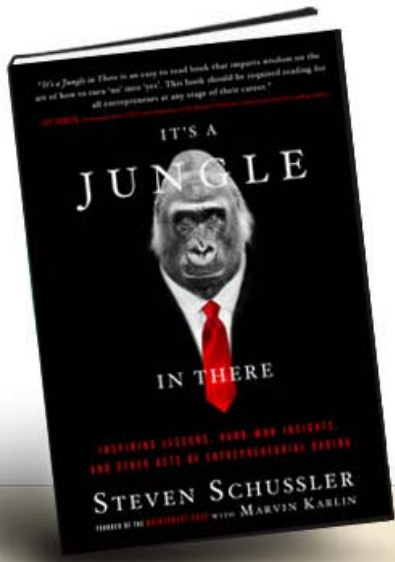
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It's not every businessman who has a story worthy of securing blurbs from Donald Trump, Lee Iacocca, and Harvey Mackay, but, then again, local restaurateur Steven Schussler, creator of the Rainforest Cafe and owner of Galaxy Drive In isn't just any businessman: Mackay calls him the business world's "king of the jungle."

Schussler's new book, *It's a Jungle In There*, is a collection of insights and anecdotes along his bumpy-at-times business career, including some pretty hilarious tales about Schussler employing theatricalities to his job search and marriage proposal. If a guy is willing to dress up as Superman, stuff himself into a wooden barrel, and deliver himself to his future boss to gain employment, you wouldn't believe the lengths he'd go to in order to woo a future wife.



The story behind Rainforest Cafe and Steve Schussler's success.

Here's how to get a copy of the book and see Schussler in action today:

Schussler will donate all profits from his book to the Smile Network and is speaking and signing books at two events today:

12 p.m. to 1 p.m.
One Cause, One Author, One Hour
MC Frank Vascellaro, entertainment by Tom Hunter
IDS Crystal Court
80 South 8th Street, Minneapolis

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THIS WEEKEND - OCT 9,10&11
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4 p.m. to 8 p.m.

Barnes & Noble Downtown Minneapolis

801 Nicollet Mall

Tags:

Galaxy Drive In, It's a Jungle in There, Rainforest Cafe, Steve Schussler

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Sam says:

Is that him on the cover? It doesn't seem tacky enough for him.

Posted On: Wednesday, Oct. 6 2010 @ 1:35PM

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