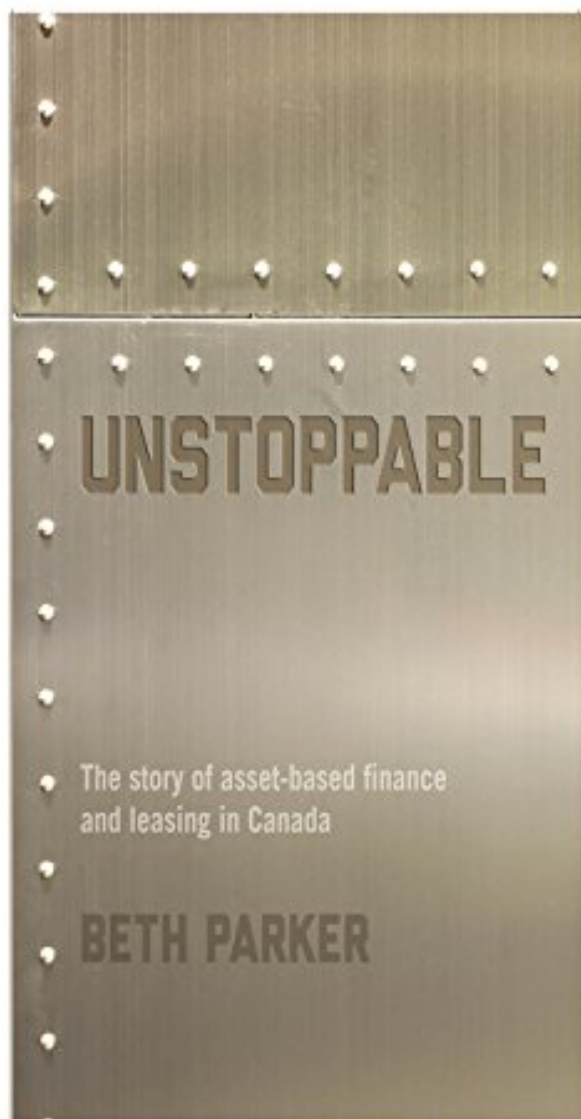


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Unstoppable

Beth Parker

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Unstoppable tells the previously untold story of a business that has grown to be the largest source of debt financing to Canadian consumers outside of the traditional bank loan. This book covers the rollercoaster ride of asset-based finance, now a \$300 billion business, through interviews with business trailblazers such as Jim Pattison and Steve Hudson, who led the industry for the past half century. It is an entertaining and personal business history that will inspire both students of business history and entrepreneurs alike. Unstoppable shows how this form of finance helped to grow Canada's former industrial economy. It chronicles the rise and fall of car leasing and the industry's struggle to stay alive in the depths of the global recession of 2008 to 2009. The business not only survived, it thrived, mainly because of the resilience of the business leaders who were determined to keep credit flowing, even in the worst of times.

About the Author Beth Parker writes for business and organizations in Canada and the United States. Her clients range from Fortune 500 companies to start-up entrepreneurs. Beth has an English specialist degree from the University of Toronto (Victoria College) and an MA in journalism from the University of Western Ontario.