

TITANS

OF BUSINESS

A portrait of Simon Cowell, a middle-aged man with dark hair, wearing a dark suit jacket over a white shirt. He is standing against a dark, heavily textured background that resembles a wall with graffiti or a rough surface. The lighting is dramatic, highlighting his face and suit.

**SIMON
COWELL**

TITANS
OF BUSINESS

SIMON COWELL

Richard Spilsbury







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Find out what you need to do to have a successful career like Simon Cowell.

Read what Simon Cowell has said or what has been said about him.

Learn more about the people who influenced Simon Cowell.

Discover more about businesses that have been important during Simon Cowell's career.

Words printed in **bold** are explained in the glossary.

Introducing Simon Cowell

It is the final night of *The X Factor* and millions of television viewers are watching to find out who will win. There have been weeks of **media** coverage of the unfolding drama of the competition.

But whoever wins, the real victor is Simon Cowell. He invented and popularized this programme. When people phone in to vote for winners, or buy the records of the performers from the programme, Cowell and his businesses get paid enormous sums of money. This is not a one-off – Cowell has been responsible for many successful television programmes and music acts.

Famous entrepreneur

Cowell is one of the world's most famous **entrepreneurs** in the entertainment industry. Entrepreneurs are people who set up and run their own businesses. What makes them different from other business people is that they very often take big financial risks in order to take advantage of an opportunity to create and sell **products**.

Cowell's businesses include the television company that produces his hit talent shows *The X Factor*, *American Idol*, and *Britain's Got Talent*. His music companies have been discovering talent and producing hits since the early 1990s. He is a television personality himself, mostly as a judge on his own programmes, who appeals to wide audiences and attracts lots of **publicity**.

How did Simon Cowell become a titan of business? What risks and choices did he take and make along the way? Can we learn from his story so that we might succeed in business, too?

“The man who basically owns pop culture...”

Jemima Lewis, *The Telegraph*