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# All That's Good: The Story Of Butch Stewart, The Man Behind Sandals Resorts (Corporate)



## Synopsis

The chronicle of Jamaican entrepreneur Gordon "Butch" Stewart and his all-inclusive Caribbean resort chain, Sandals Resorts, is an engaging travel business success story. Stewart began his career selling air conditioners door-to-door, and, in 1968, founded Appliance Traders Limited, a booming appliance business still in operation today in Kingston, Jamaica. In 1981, with no hotel experience, the gutsy maverick invested in a rundown hotel next to an airport runway in Montego Bay, Jamaica. Today, that hotel is part of Sandals Resorts, one of the Caribbean's swankiest hotel chains and one of the travel industry's most recognized worldwide brands. This lively behind-the-scenes book details how Stewart's drive, creative leadership, and commitment to quality left an indelible mark on the global travel industry. A foreword by Sir Richard Branson and never-before-published historical and personal photographs round out this fascinating business success story.

## Book Information

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## Customer Reviews

A must read for any entrepreneur! Butch Stewart is the man!!!

I have stayed at 2 sandal's resorts over the last 2 years and have thoroughly enjoyed them. I was eagerly anticipating reading this book, however, it isn't really a book. It's more akin to the travel books that you find in your hotel room. The book was financed through sponsors, so most of the book is advertisements. The story of Butch Stewart is mostly told in broad strokes and generic

descriptions. There is very little detail. I can't wait until our next sandal's vacation though!!

I recently enjoyed a long weekend with my husband and business partner Robert Allen at the Mediterranean Village at Sandals Grande Antigua Resort & Spa. The book was in my suite and I truly enjoyed reading about Gordon "Butch" Stewart, founder of Sandals Resorts International. What an extraordinary and inspiring story. It was interesting to learn about his early days as a salesman, his hard work, his partnerships, his innovations. It was a privilege to meet him in person and experience "all that's good" on our luxury included vacation. If you want to hear more about this romantic resort come to [WeddingPodcastNetwork.com](http://WeddingPodcastNetwork.com) and listen to the premiere episode of Travel Talk. Holli Ehrlich Co-founder Wedding Podcast Network[...]

I got this book a few years ago. We have stayed at many Sandals resorts, so it was nice to read about the way Butch Stewart came about in his business. It was also great to look at all the colorful pictures of the resorts. It was like going down memory lane when looking at some. It was also nice to "dream" about the next place we want to go.

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