



The Risk Taker

John Paul Gutschlag

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John P. Gutschlag lovingly describes the student health-insurance industry as akin to a mining town in the Old West. Great risk can lead to great reward, but there's a dark side to this world. With few rules and regulations protecting customers, insurance agents and the business associates they work for are free to commit fraud and fleece students too naïve to know better.

In this memoir and exposé, former insurance executive Gutschlag proves he would be right at home in this hypothetical mining town. In addition to serving as CEO for various companies, he owned the Bar GM ostrich ranch in Texas. As Gutschlag takes readers through his adventurous life in and out of the business world, some of that cowboy gruffness shows through.

Gutschlag offers advice on everything from avoiding insurance scams (along with detailed case studies) to nursing a broken heart. He's been unlucky many times in his life. He's chosen the wrong woman. He's made the wrong business decision. And yet, he always gets back up on his horse.

Readers will be entranced by the surprisingly cutthroat world of student health insurance and the professional and personal life of one man who made it his business.

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