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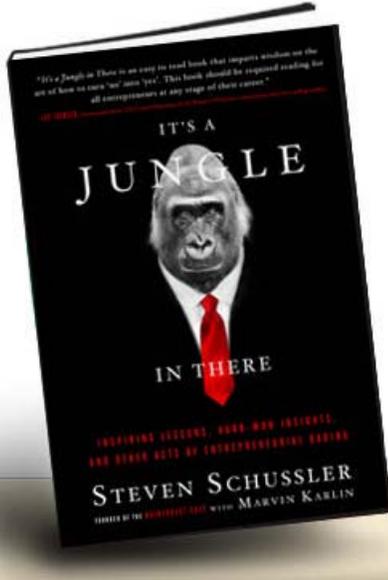
By Rachel Hutton, Wed., Oct. 6 2010 @ 10:10AM
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It's not every businessman who has a story worthy of securing blurbs from Donald Trump, Lee Iacocca, and Harvey Mackay, but, then again, local restaurateur Steven Schussler, creator or the Rainforest Cafe 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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