

Nu abandona niciodată - memorii de Effy Pfeffermann

Nu abandona niciodată este titlul cărții și principiul care l-a ghidat întotdeauna pe Effy Pfeffermann, născut la Timișoara, elev la Zsidlic (Liceul Israelit). A avut o viață aventuroasă ca în romane. Dotat cu un temperament dinamic și un spirit întreprinzător, muncitor și creativ, Effy a străbătut în România anii războiului și începuturile dictaturii comuniste, a emigrat în Israel și a luptat în armata israeliană. La Los Angeles a lucrat, a investit, a creat, a realizat enorm, dar a trecut și prin încercări. În lumea afacerilor a avut mereu noi idei și proiecte. Succesul constant l-a însoțit în căsnicia cu Susan în viața de familie.

Un om plin de energie, cu inima largă pentru familie, prieteni, iudaism și cauza statului Israelul, Effy Pfeffermann povestește cu vervă și ne împărtășește din imensa lui experiență de viață înțelepciunea pe care o dobândit-o și o mulțime de sfaturi bune. Cartea este o lectură pasionantă cu incursiuni într-o lume colorată, plină de surprize și personalități puternice.

Getta Neumann

Dear Effy,

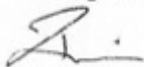
I just finished reading your autobiography and wanted to send you a letter of appreciation for sharing this book with me. I have a much fuller understanding of your amazing history. I have a picture in my mind of you as a boy racing next to Jewish prisoners and handing them washed vegetables to eat. I felt horrified to learn that three-quarters of your cousins died in concentration camps and scared for you as I read how you moved from place to place during World War II.

Now, I realize where Oren's love of soccer originated. A couple of years ago I read a touching novel called, *The Dovekeepers*, about Masada. As you mentioned in your autobiography the inhabitants took their own lives instead of allowing the Romans to invade. To me, this was a noble act on a mass scale and I can see why you would want your children to learn about their heritage by visiting this holy site. I can also see how the entire soccer team, including non-Jews, would be moved by the story you told them at Masada. Effy, what happened there and what happened to you and your family is heart-wrenching and deserves to be remembered.

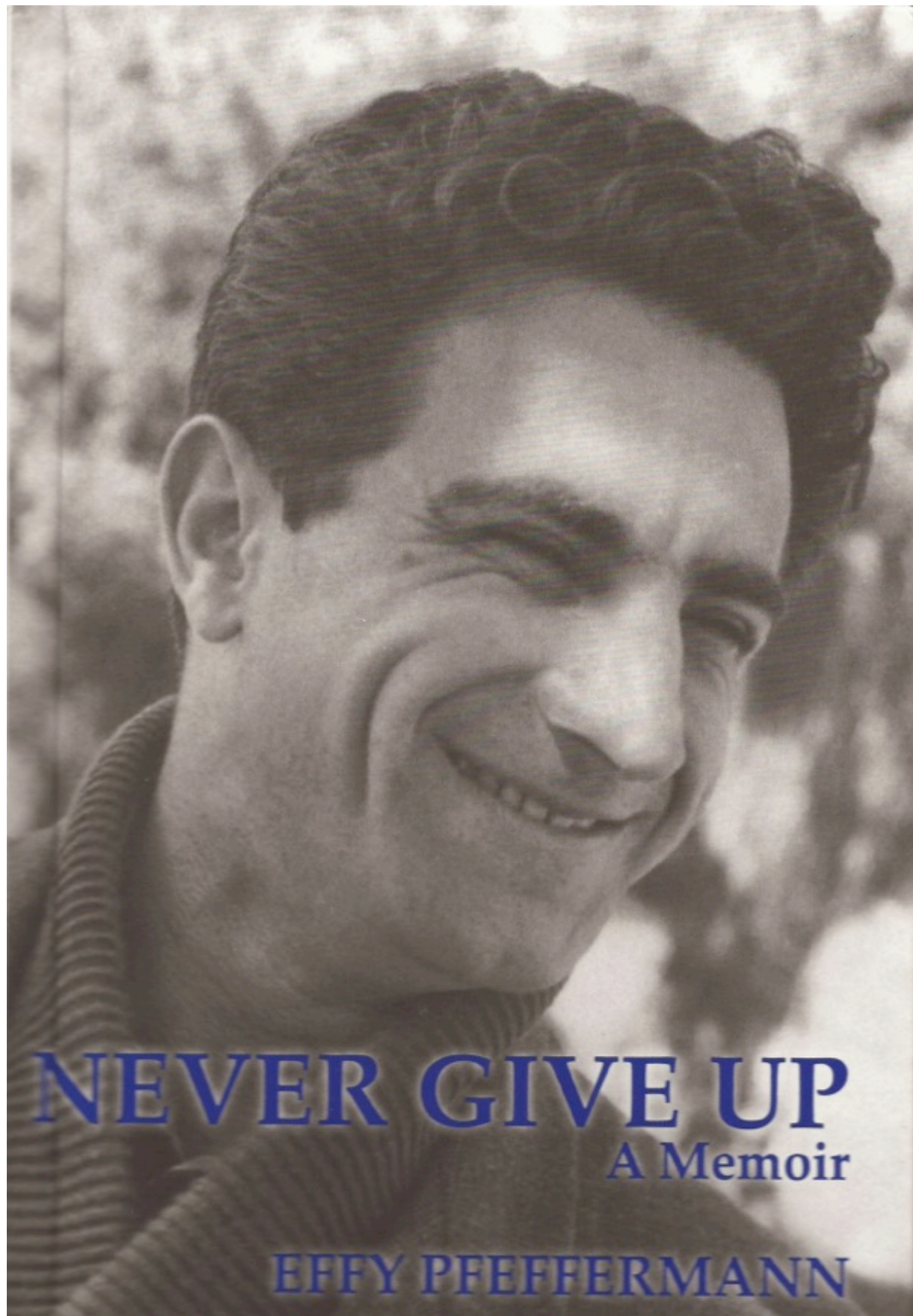
I've always wondered about your business dealings. Forgive me, but whenever I hear a person is engaged in importing/exporting or "foreign transactions" I immediately think of clandestine meetings where money is exchanged yet not reported for tax purposes. There was an air of mystery and intrigue around your professional practices that is now clear in my mind. I think it is especially important to future generations of Pfeffermanns that you shared about your business failures as well as successes. You are a living example of the phrase, "persistence pays off" and by demonstrating how you rebounded from failed business ventures you allow others to learn from their mistakes without shame.

Two prevailing threads that run through your book are your zest for life and your love for your family. Your high-energy spirit is contagious. Many people would have given up or at least failed to see the possibilities you embraced from the time you were young until present day. When I think about all the changes I went through from my late teens to 30s I find it astounding that you and Susan were able to grow together from such a young age. You created a beautiful family; Oren has been a consistent bright light in my life. I feel grateful to know you and honored that you would share your book with me.

In gratitude,



Renée



NEVER GIVE UP

A Memoir

EFFY PFEFFERMANN