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Be Obsessed or Be Average *Penguin*

From the millionaire entrepreneur and New York Times bestselling author of *The 10X Rule* comes a bold and contrarian wake-up call for anyone truly ready for success. One of the 7 best motivational books of 2016, according to Inc. Magazine. Before Grant Cardone built five successful companies (and counting), became a multimillionaire, and wrote bestselling books... he was broke, jobless, and drug-addicted. Grant had grown up with big dreams, but friends and family told him to be more reasonable and less demanding. If he played by the rules, they said, he could enjoy everyone else's version of middle class success. But when he tried it their way, he hit rock bottom. Then he tried the

opposite approach. He said NO to the haters and naysayers and said YES to his burning, outrageous, animal obsession. He reclaimed his obsession with wanting to be a business rock star, a super salesman, a huge philanthropist. He wanted to live in a mansion and even own an airplane. Obsession made all of his wildest dreams come true. And it can help you achieve massive success too. As Grant says, we're in the middle of an epidemic of average. The conventional wisdom is to seek balance and take it easy. But that has really just given us an excuse to be unexceptional. If you want real success, you have to know how to harness your obsession to rocket to the top. This book will give you the inspiration and tools to break out of your cocoon of mediocrity and achieve your craziest dreams. Grant will teach you how to:

- Set crazy goals—and reach them, every single day.
- Feed the beast: when you value money and spend it on the right things, you get more of it.
- Shut down the doubters—and use your haters as fuel.

Whether you're a sales person, small business owner, or 9-to-5 working stiff, your path to happiness runs through your obsessions. It's a simple choice: be obsessed or be average.

Be Obsessed or Be Average by Grant Cardone (Summary) *QuickRead.com*

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Learn about the attitude that defines success. Do you want to be at the top of your game? Do you want to be one step ahead? If you do, then it's time to revamp your attitude! Because success is a state of

mind and if you want to be successful, you have to think like a winner. Written for anyone who wants to maximize their full potential and seize the day, *Be Obsessed or Be Average* (2016) is your handbook for becoming the best.

The 10X Rule

The Only Difference Between Success and Failure *John Wiley & Sons*

Achieve "Massive Action" results and accomplish your business dreams! While most people operate with only three degrees of action—no action, retreat, or normal action—if you're after big goals, you don't want to settle for the ordinary. To reach the next level, you must understand the coveted 4th degree of action. This 4th degree, also known as the 10 X Rule, is that level of action that guarantees companies and individuals realize their goals and dreams. The 10 X Rule unveils the principle of "Massive Action," allowing you to blast through business clichés and risk-aversion while taking concrete steps to reach your dreams. It also demonstrates why people get stuck in the first three actions and how to move into making the 10X Rule a discipline. Find out exactly where to start, what to do, and how to follow up each action you take with more action to achieve Massive Action results. Learn the "Estimation of Effort" calculation to ensure you exceed your targets. Make the Fourth Degree a way of life and defy mediocrity. Discover the time management myth. Get the exact reasons why people fail and others succeed. Know the exact formula to solve problems. Extreme success is by definition outside the realm of normal action. Instead of behaving like

everybody else and settling for average results, take Massive Action with The 10 X Rule, remove luck and chance from your business equation, and lock in massive success.

If You're Not First, You're Last

Sales Strategies to Dominate Your Market and Beat Your Competition *John Wiley and Sons*

During economic contractions, it becomes much more difficult to sell your products, maintain your customer base, and gain market share. Mistakes become more costly, and failure becomes a real possibility for all those who are not able to make the transition. But imagine being able to sell your products when others cannot, being able to take market share from both your competitors, and knowing the precise formulas that would allow you to expand your sales while others make excuses. *If You're Not First, You're Last* is about how to sell your products and services—despite the economy—and provides the reader with ways to capitalize regardless of their product, service, or idea. Grant shares his proven strategies that will allow you to not just continue to sell, but create new products, increase margins, gain market share and much more. Key concepts in *If You're Not First, You're Last* include: Converting the Unsold to Sold The Power Schedule to Maximize Sales Your Freedom Financial Plan The Unreasonable Selling Attitude

Sell Or Be Sold

How to Get Your Way in Business and in Life *Greenleaf Book*

Group

Shows that knowing the principles of selling is a prerequisite for success of any kind, and explains how to put those principles to use. This title includes tools and techniques for mastering persuasion and closing the sale.

The Closer's Survival Guide**Over 100 Ways to Ink the Deal** *Grant Cardone*

The Closer's Survival Guide is perfect for sales people, negotiators, deal makers and mediators but also critically important for dreamers, investors, inventors, buyers, brokers, entrepreneurs, bankers, CEO's, politicians and anyone who wants to close others on the way they think and get what they want in life. Show me any highly successful person, and I will show you someone who has big dreams and who knows how to close! The end game is the close.

Obsessed**How to Demand Business Success and Get It**

A bestselling author, writer, speaker, TV star, and regular guest on FoxBusiness, NBC, MSNBC and Business Insider, Grant Cardone has no problem selling how to be successful-- because he is successful. His secret? He's obsessed with success. Drawing upon his obsession, Cardone empowers small business owners to use theirs. Coached by Cardone and following examples set by other success stories, small business owners learn how to let their obsession for their business guide them into expanding their

operations and growing profits. Given 100 ways to take their business to the next level, business owners are challenged to shift from a defensive mindset to an offensive outlook, changing the primary focus from expenses to revenue. Solutions covered include: *Branding- how to create a unique brand *Omnipresence - how to get your company everywhere at little cost *Pushing your people to greatness never allowing your staff to be average *Identifying a purpose greater than your product or service *How to establish value unique to price *Working your staff to their potential not to a quota *Power of keeping your staff sold *Treating obscurity as your only issue *Doing the things you fear *Reaching up for business associates and clients *Having big problems not little ones *Over-committing to your customers *Making a list of contacts that would change your business

Sell To Survive *Grant Cardone***The Millionaire Booklet****How to Get Super Rich** *Grant Cardone*

I want to help you reach millionaire status, even get rich, if you believe that you deserve to be the person in the room that writes the check for a million dollars, ten million or even 100 million—let's roll.

Nothing to Lose, Everything to Gain**How I Went from Gang Member to Multimillionaire Entrepreneur** *Penguin*

Like many entrepreneurs, Ryan Blair had no formal business education. But he had great survival instincts, tenacity, and, above all, a "nothing to lose" mindset. His middle-class childhood ended abruptly when his abusive father succumbed to drug addiction and abandoned the family. Blair and his mother moved to a rough neighborhood, and soon he was in and out of juvenile detention, joining a gang just to survive. Then his mother fell in love with a successful entrepreneur who took Ryan under his wing. With his mentor's guidance, Blair started his first company, 24/7 Tech, at age twenty-one. He has since created and sold several companies for hundreds of millions of dollars. This is an inspirational guide full of powerful stories and lessons and a road map for entrepreneurial success.

Rock Bottom to Rock Star

Lessons from the Business School of Hard Knocks *Penguin*

Can you remember that one time you got recognized or someone thanked you for your contribution to their life? You were a rock star, even for just one second. This book isn't about a charmed path to success or some untouchable fairy tale that nobody can relate to—this is about going from rock bottom to rock star, something that everybody can relate to. In his first book, Blair shared the brutally honest story of how he went from an at-risk youth, sleeping on a mattress on the floor of a shack, to a self-made multimillionaire by his early twenties. As his story became a national sensation, fans started asking him how they too could become entrepreneurs, take their careers to the next level, and achieve financial freedom. *Rock Bottom to Rock Star* answers

those questions. Blair has battled extreme obstacles: life as a former gang member, balancing a demanding career with single parenthood, building and selling multiple companies, and making and losing tens of millions of dollars (sometimes all in one day). He wants to help others avoid the mistakes he made in the school of hard knocks, so he has compiled his unique advice for going from rock bottom to rock star in whatever field you chose to pursue. Much of his advice is counterintuitive, and definitely not what you would learn in business school. Here's one example: "Don't believe your own hype. The moment you start celebrating, you've left the stage. It wasn't celebration that made you a rock star. It was hard work." If you're serious about making the most of your life and you're ready to become the "rock star next door" instead of just looking up to them, this may be the most rewarding book you'll ever read.

How to Create Wealth Investing in Real Estate

How to Build Wealth with Multi-family Real Estate.

Fail Fast, Fail Often

How Losing Can Help You Win *TarcherPerigee*

The pair of psychologists behind a popular class at Stanford University called "Fail Fast, Fail Often" discuss how people who aren't worried about making mistakes tend to live happier, more successful lives and learn more from their experiences and opportunities. Original.

Whatever It Takes

A Journal Through Grant Cardone Quotes

This journal is a 30 day journey through some quotes from Grant Cardone, author of best-selling titles such as "The 10X Rule", "Sell or Be Sold", and "If You're Not First, You're Last". We all need some inspiration and motivation at times. If you're into Grant Cardone, give this 30 day exercise a try and see where it takes you. Please note this plain ruled journal does not contain any prompts or internal content other than quotes. Before purchasing, please use the "look inside" feature. Cover: Soft Cover with Matte-finish Binding: This notebook is bound securely and the pages cannot be easily removed. Dimensions: 15.2cm x 22.9cm (6" x 9"). Not pocket sized...a perfect fit for your tote or bag Interior: There are white ruled quality smooth pages available for you to fill them with your thoughts, delights and experiences. Without a doubt, this journal makes a perfect gift for a special friend or relative.

A Mind for Numbers

How to Excel at Math and Science (even If You Flunked Algebra) *TarcherPerigree*

An engineering professor who started out doing poorly in mathematical and technical subjects in school offers tools, tips and techniques to learning the creative and analytical thought processes that will lead to achievement in math and science. Original.

Better and Faster

The Proven Path to Unstoppable Ideas *Currency*

Out-innovate, outsmart and outmaneuver your competitors with tactics from the CEO of TrendHunter.com, Jeremy Gutsche. In our world of chaos and change, what are you overlooking? If you knew the answer, you'd be a better innovator, better manager, and better investor. This book will make you better by teaching you how to overcome neurological traps that block successful people, like you, from realizing your full potential. Then, it will make you faster by teaching you 6 patterns of opportunity: Convergence, Divergence, Cyclicity, Redirection, Reduction and Acceleration. Each pattern you'll learn is a repeatable shortcut that has created fortunes for ex-criminals, reclusive billionaires, disruptive CEOs and ordinary people who unexpectedly made it big. In an unparalleled study of 250,000 ideas, Jeremy and his TrendHunter.com team have leveraged their 100,000,000 person audience to study what actually causes opportunity: data-driven research that was never before possible. The result is a series of frameworks battle-tested with several hundred brands, and top executives at some of the most successful companies in the world who rely on Jeremy to accelerate their hunt for ideas. Better and Faster will help you learn to see patterns and clues wherever you look that will put you on the smarter, easier path to finding those breakthrough ideas, faster.

Game Changer *Simon and Schuster*

What if school was sports, and sports were school? A talented teen athlete questions reality—and the role she plays in it—when

a mysterious injury upends her world. Athletics are everything for eighth-grader KT Sutton. She's a softball star, and she's on track to get a college scholarship and achieve international fame. Then one day during a championship game—in the middle of an important play—she suddenly blacks out. When she wakes up, she's in a different world. One where school is class after class of athletic drills, and after-school sports are replaced by popular academic competitions. One where KT is despised for her talent, and where her parents are fixated on her brother's future mathletics career rather than KT's softball hopes. KT is desperate to get back to reality as she knew it, but bits and pieces of disturbing memories and dreams make her wonder if something truly awful happened there. What if she's lost something a lot more important than a softball game? From New York Times bestselling author of *Sent and Sabotaged*, an engaging and highly relevant exploration of society's debate of smarts versus sports.

The Myths of Creativity

The Truth About How Innovative Companies and People Generate Great Ideas *John Wiley & Sons*

How to get past the most common myths about creativity to design truly innovative strategies We tend to think of creativity in terms reminiscent of the ancient muses: divinely-inspired, unpredictable, and bestowed upon a lucky few. But when our jobs challenge us to be creative on demand, we must develop novel, useful ideas that will keep our organizations competitive. The Myths of Creativity demystifies the processes that drive

innovation. Based on the latest research into how creative individuals and firms succeed, David Burkus highlights the mistaken ideas that hold us back and shows us how anyone can embrace a practical approach, grounded in reality, to finding the best new ideas, projects, processes, and programs. Answers questions such as: What causes us to be creative in one moment and void in the next? What makes someone more or less creative than his or her peers? Where do our flashes of creative insight come from, and how can we generate more of them? Debunks 10 common myths, including: the Eureka Myth; the Lone Creator Myth; the Incentive Myth; and The Brainstorming Myth Written by David Burkus, founder of popular leadership blog LDRLB For anyone who struggles with creativity, or who makes excuses for delaying the work of innovation, *The Myths of Creativity* will help you overcome your obstacles to finding new ideas.

Shut Up and Listen!

Hard Business Truths that Will Help You Succeed

HarperCollins Leadership

For entrepreneurs ready to reach the next level of success, small business owner turned multibillionaire Tilman Fertitta shares the commonsense principles that have rocketed his worldwide hospitality empire to the top. For aspiring entrepreneurs or people in business, this book will help you take your company to the next level. When you put this book down, you'll know what you're doing right and what you're doing wrong to operate your business, and if you're just getting started, it will help set you up for success. Tilman Fertitta, also known as the Billion Dollar

Buyer, started his hospitality empire thirty years ago with just one restaurant. So he knows the challenges that business owners face, as well as the common pitfalls that cause them to go under. Over the years he's stayed true to the principles that helped him scale his business to what is believed to be the largest single-shareholder company in America, with over \$4 billion in revenue, including hundreds of restaurants (Landry's Seafood, Bubba Gump Shrimp Company, Morton's Steakhouse, Mastro's, The Chart House, Rainforest Café, and over forty more restaurant concepts) and five Golden Nugget Casinos. He's also sole owner of the NBA's Houston Rockets. In *Shut Up and Listen!*, he shares the key insights that made it all possible. When entrepreneurs appear on *Billion Dollar Buyer*, the biggest obstacles they often face are ones they don't suspect: not knowing your numbers, not knowing your strengths and weaknesses, or not being willing to go that extra mile with your customers. Fertitta has seen it all. He knows that what you aren't paying attention to can either sink your business or become the very things that launch you to the top. As Fertitta says: "You might think you know what you're doing, but I'm going to show you what you don't know." Fertitta shares straight-talk "Tilmanisms" around six key action items that any entrepreneur can adopt today: Be the Bull No Spare Customers Change, Change, Change Know Your Numbers Follow the 95/5 Rule Take No Out of Your Vocabulary A groundbreaking, no-holds-barred book, *Shut Up and Listen!* offers practical, hard-earned wisdom from one of the most successful business owners in the world.

The Energy Bus

10 Rules to Fuel Your Life, Work, and Team with Positive Energy *John Wiley & Sons*

Enjoy the ride of your life with the Wall Street Journal bestseller *None of us can expect to get through life without any challenges. Life isn't always a constant daydream of unbridled pleasure and happiness. But that doesn't mean you can't approach everything with some zing - a big dose of positive energy is what you need to feel great, be successful and love life! And the international bestselling The Energy Bus can help you live your life in a positive, forward-thinking way. Learn the 10 secrets that will help you overcome adversity and harness the power of positive, infectious energy, so that you can create your own success. International bestselling author Jon Gordon draws on his experience of working with thousands of leaders and teams to provide insights, actionable strategies and positive energy. The Energy Bus: Shows you how to ditch negativity and infuse your life with positive energy Provides tools to build a positive team and culture Contains insights from working with some of the world's largest companies Foreword by Ken Blanchard, co-author of The One-Minute Manager*

Wandering Island *Dark Horse Comics*

"Mikura Amelia is a free-spirited young woman who lives alone with her cat and operates an air-delivery service to Japan's small island communities thousands of miles out in the Pacific. When her grandfather dies, she finds he left her a package addressed to an island that doesn't exist"--

Irresistible

The Rise of Addictive Technology and the Business of Keeping Us Hooked *Penguin*

"Irresistible is a fascinating and much needed exploration of one of the most troubling phenomena of modern times." —Malcolm Gladwell, author of New York Times bestsellers *David and Goliath* and *Outliers* "One of the most mesmerizing and important books I've read in quite some time. Alter brilliantly illuminates the new obsessions that are controlling our lives and offers the tools we need to rescue our businesses, our families, and our sanity." —Adam Grant, New York Times bestselling author of *Originals* and *Give and Take* Welcome to the age of behavioral addiction—an age in which half of the American population is addicted to at least one behavior. We obsess over our emails, Instagram likes, and Facebook feeds; we binge on TV episodes and YouTube videos; we work longer hours each year; and we spend an average of three hours each day using our smartphones. Half of us would rather suffer a broken bone than a broken phone, and Millennial kids spend so much time in front of screens that they struggle to interact with real, live humans. In this revolutionary book, Adam Alter, a professor of psychology and marketing at NYU, tracks the rise of behavioral addiction, and explains why so many of today's products are irresistible. Though these miraculous products melt the miles that separate people across the globe, their extraordinary and sometimes damaging magnetism is no accident. The companies that design these products tweak them over time until they become almost impossible to resist. By reverse engineering behavioral addiction, Alter explains how we can harness addictive products for the good—to improve how we communicate with each other, spend

and save our money, and set boundaries between work and play—and how we can mitigate their most damaging effects on our well-being, and the health and happiness of our children. Adam Alter's previous book, *Drunk Tank Pink: And Other Unexpected Forces that Shape How We Think, Feel, and Behave* is available in paperback from Penguin.

Comeback Careers

Rethink, Refresh, Reinvent Your Success--At 40, 50, and Beyond *Hachette Books*

STRONG, WISER, BETTER An Essential Guide for Reentering, Reinventing, or Rebooting Your Career at Any Age So many women hit midlife and realize: it's time for a career change. Maybe you're yearning to try something new, or you're sensing that layoffs are coming and you need a backup plan. Perhaps you paused, or downsized your career to raise children, and you're ready to rejoin the workforce. How do you reboot, relaunch, return to, or reinvent a career at age 40? Or 50? Or 60? And how can you create a career and life that will provide you with purpose and financial security for years to come? In *Comeback Careers*, New York Times bestselling author and co-host of MSNBC's *Morning Joe* Mika Brzezinski and her sister-in-law Ginny Brzezinski have teamed up to show you that career reinvention is possible at any age. You have the skills, experience and maturity; it's time to own them. For this book, Mika and Ginny interviewed dozens of career-changers working in a variety of fields, from finance to academics to art. They share successful relaunchers' secrets to overcoming obstacles both internal and external, and

their step-by-step processes and candid advice. They also reveal key strategies from top job coaches, resume-writers, and LinkedIn experts, tailored to the special challenges of mid-career jobseekers. It's time to rewrite the narrative. You are stronger, wiser, and better at the midpoint, and Comeback Careers is a roadmap to your career reinvention and fulfillment.

10X Kids

Dream Big and Live a 10X Life

10X Kids is based on multimillionaire, best-selling author, and philanthropist Grant Cardone's runaway bestseller, the 10X Rule, his #1 business education platform, Cardone University, and the Grant Cardone Foundation's E-Learning program, 10X Kids University. 10X Kids takes the same success principles he's taught to millions of entrepreneurs and Fortune 500 companies around the world and translates them into a short guidebook for kids of all ages. Get ready to learn how to unleash your imagination, control your mindset, get honest with yourself, and take massive action to get you where you want to go in every area of your life. With examples, activities, and Grant's signature style, 10X Kids teaches you how to: 10X your goals, 10X your money, 10X your action, 10X your resources, and 10X your influence.

The Idea Hunter

How to Find the Best Ideas and Make them Happen *John Wiley & Sons*

A different way of discovering and developing the best business ideas Jack Welch once said, "Someone, somewhere has a better idea." In this myth-busting book, the authors reveal that great business ideas do not spring from innate creativity, or necessarily from the brilliant minds of people. Rather, great ideas come to those who are in the habit of looking for great ideas all around them, all the time. Too often, people fall into the trap of thinking that the only worthwhile idea is a thoroughly original one. Idea Hunters know better. They understand that valuable ideas are already out there, waiting to be found - and not just in the usual places. Shows how to expand your capacity to find and develop winning business ideas Explains why ideas are a critical asset for every manager and professional, not just for those who do "creative" Reveals how to seek out and select the ideas that best serve your purposes and goals and define who you are, as a professional Offers practical tips on how to master the everyday habits of an Idea Hunter, which include cultivating great conversations The book is filled with illustrative accounts of successful Idea Hunters and stories from thriving "idea" companies. Warren Buffet, Walt Disney, Thomas Edison, Mary Kay Ash, Twitter, and Pixar Animation Studios are among the many profiled.

Build an Empire

How to Have It All

Why you must envision, create and defend your personal empire. Advise for business, life and love.

The ONE Thing

The Surprisingly Simple Truth Behind Extraordinary Results *Bard Press*

- More than 500 appearances on national bestseller lists • #1 Wall Street Journal, New York Times, and USA Today • Won 12 book awards • Translated into 35 languages • Voted Top 100 Business Book of All Time on Goodreads

People are using this simple, powerful concept to focus on what matters most in their personal and work lives. Companies are helping their employees be more productive with study groups, training, and coaching. Sales teams are boosting sales. Churches are conducting classes and recommending for their members. By focusing their energy on one thing at a time people are living more rewarding lives by building their careers, strengthening their finances, losing weight and getting in shape, deepening their faith, and nurturing stronger marriages and personal relationships. YOU WANT LESS. You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions--and lots of stress. AND YOU WANT MORE. You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends. NOW YOU CAN HAVE BOTH — LESS AND MORE. In *The ONE Thing*, you'll learn to * cut through the clutter * achieve better results in less time * build momentum toward your goal* dial down the stress * overcome

that overwhelmed feeling * revive your energy * stay on track * master what matters to you *The ONE Thing* delivers extraordinary results in every area of your life--work, personal, family, and spiritual. WHAT'S YOUR ONE THING?

The Now Habit at Work

Perform Optimally, Maintain Focus, and Ignite Motivation in Yourself and Others *John Wiley & Sons*

Increase productivity, efficiency, and full-brain power when you apply *Now Habit* strategies to your business What if working harder, stressing more, and putting in more hours aren't the secret to success? What if truly effective managers, entrepreneurs, and businesspeople simply use more of their brain to make creative decisions, work in the zone, and live more fully in the process? *The Now Habit at Work* gives you a hands-on manual enabling the resilience and focus of champions--the ability to bounce back from set-backs, to believe in yourself, and focus on solving problems rather than seeing only obstacles. This one-of-a-kind program offers Tools to enable superior quality work that creates work-life balance Strategies to maintain focus and self-confidence Tips to conquer stress through effective time management and goal setting Daily exercises to ignite motivation in yourself and others to tackle projects with creativity and ease Filled with practical examples that are thoroughly tested and easy to implement, *The Now Habit at Work* will have you increasing your mindfulness while reforming old habits and reducing your stress. You'll be amazed at how soon your new habits will be inspiring and motivating those around you to new

levels of productivity!

The Power of Focus Tenth Anniversary Edition

How to Hit Your Business, Personal and Financial Targets with Absolute Confidence and Certainty *Health Communications, Inc.*

This special 10th anniversary edition of an enduring classic provides a crystal clear picture of why focus is even more vital today in determining future success.

Complicated Game

Inside the Songs of XTC *Jawbone Press*

Complicated Game offers a unique insight into the work of one of Britain's most original and influential songwriters--Andy Partridge. It is also an unprecedentedly revealing and instructive guide to how songs and records are made. Developed from a series of interviews conducted over many months, the book explores in detail some thirty XTC songs--including well-known singles such as 'Senses Working Overtime' and the controversial 'Dear God'--from throughout the group's thirty-year career. It casts new light on the writing of lyrics, the construction of melodies and arrangements, the process of recording, and the workings of the music industry. But it is also filled with anecdotes about Partridge, his XTC bandmates, and their adventures around the world, all told with the songwriter's legendary humor.

Hollow City

The Siege of San Francisco and the Crisis of American Urbanism *Verso Books*

Reporting from the front lines of gentrification in San Francisco, Rebecca Solnit and Susan Schwartzenberg sound a warning bell to all urban residents. Wealth is just as capable of ravaging cities as poverty.

Business for Punks

Break All the Rules--the BrewDog Way *Penguin*

Forget about building a business—businesses fail and fade into oblivion. Start a revolution instead. James Watt started a rebellion against tasteless mass market beers by founding BrewDog, now one of the world's best-known and fastest growing craft breweries, famous for beers, bars, and crowdfunding. In this smart, funny book, he shares his story and explains how you too can tear up the rule book and start a company on your own terms. It's an anarchic, DIY guide to entrepreneurship—and a new manifesto for business. After spending seven years on the high seas of the North Atlantic, James Watt started BrewDog craft brewery in Scotland with his best friend, Martin Dickie. They didn't have a business plan. All they had was a mission to revolutionize beer drinking and make other people as passionate about craft beer as they are. They've succeeded. Within a few years, BrewDog was huge—a world-famous craft brewery with beer bars around the globe and hundreds of thousands of fans. Those fans became literal backers of their business with the introduction of an unprecedented crowdfunding movement, Equity for Punks. And in rewriting the record books and

kickstarting a revolution—James and BrewDog inadvertently forged a whole new approach to business. *Business for Punks* bottles the essence of James's methods in an accessible, honest manifesto. Among his mantras: • Cash is motherf*cking king. Cash is the lifeblood of your company. Monitor every penny as if your life depends on it—because it does. • Get people to hate you. You won't win by trying to make everyone happy, so don't bother. Let haters fuel your fire while you focus on your hard-core fans. • Steal and bastardize from other fields. Take inspiration freely wherever you find it— except from people in your own industry. • Job interviews suck. They never reveal if someone will be a good employee, only how good that person is at interviews. Instead, take them for a test drive and see if they're passionate and a good culture fit. *Business for Punks* rethinks conventional business wisdom so you can go beyond the norm. It's an anarchic, indispensable guide to thriving on your own terms.

The Top 10 Distinctions Between Millionaires and the Middle Class *Ballantine Books*

If you're ready to take the journey to wealth and personal fulfillment, here's your ticket. In this life-changing little book, entrepreneur and inspirational speaker Keith Cameron Smith shows you how to think like a millionaire and reap the benefits of a millionaire mindset. The key to moving beyond the middle class and up the economic ladder is mastering ten vital principles, including • Millionaires think long-term. The middle class thinks short-term. Create a clear vision of the life you desire, and focus on it. • Millionaires talk about ideas. The middle class talks about things and other people. Ask some positive "what if" questions

every day, and bounce ideas off successful people who will be honest with you. • Millionaires work for profits. The middle class works for wages. Take calculated risks and learn to take advantage of good opportunities. We all want to improve our financial position. In this inspirational and practical guide filled with savvy and sensible advice, Smith upgrades you from coach to first class. So follow these principles, transform your life, and realize your dreams!

Hack the Entrepreneur

How to Stop Procrastinating, Build a Business, and Do Work That Matters

In *Hack the Entrepreneur: how to stop procrastinating, build a business, and do work that matters*, Jonny Nastor will be your personal mastermind, coach, and mentor as he gives you the guidance and kick in the ass you need today. You Should Read This Book...If you are stuck and don't know what to do next...If you want to control your destiny...If you want to design a lifestyle that puts you in control of your time and income, this book is for you...If you want to do work that matters...If you want to work on projects that make a real impact and have meaning to you and others, this book will let you discover your true value...If you want the freedom to travel...If the idea of working on your business while traveling the world makes you smile, digital entrepreneurship and *Hack the Entrepreneur* is for you. What You Will Learn1. Getting Started There are similar obstacles we all face or have faced when getting started in business. Once we've broken through and started, we all wish we could've started

sooner. Now you can.3. IdeasIf right now you are struggling to come up with a great business idea, don't worry: this section has you covered.5. GrowthOnce you have mastered the initial four sections, you will be ready to find and enjoy true growth. This is where you, your ideas, and your business will grow and scale way beyond you.2. MindsetThere is an endless amount of tactics and strategies you can use to start and grow your business, but without the proper mindset you will never achieve the level of success you deserve. This section will help you form that mindset.4. Being WrongAs entrepreneurs, one of our greatest struggles is the fear of being wrong, making mistakes, and failing. This section is laid out to walk you through how to be wrong in your business, as well as how to use your mistakes to learn, grow, and catapult yourself to new heights.

The Zappos Experience: 5 Principles to Inspire, Engage, and WOW *McGraw Hill Professional*

Make every day a WOW day for your customers, your staff—and your bottom line! “In your hands is a manifesto on how Zappos completely blew away the standard of delivering a consumer-centric experience and a revolutionary company culture. Joseph helps us all understand how to achieve a little more of that Zappos magic.” —Eric Ryan, method cofounder and person against dirty “If you’re looking for an inspirational path for creating a likable, trustworthy, and wow! organization, you’ve hit the mother lode.” —Guy Kawasaki, former chief evangelist of Apple and author of *Enchantment: The Art of Changing Hearts, Minds, and Actions* “This book provides a roadmap to a successful business by taking inspiration and examples from one of the most

innovative, progressive companies of our time. Don’t just read it; use it.” —Tony Hawk, professional skateboarder and author of *HAWK —Occupation: Skateboarder and How Did I Get Here?* The Ascent of an Unlikely CEO “Thanks to Joseph Michelli, you can learn exactly how Zappos hit it big and how you can too. By using the five principles Joseph has distilled, you can supercharge your efforts and start down the path to legendary success.” —Mark Sanborn, President, Sanborn & Associates, Inc., and author of *The Fred Factor* and *You Don’t Need a Title to Be a Leader* “Often, business owners look at media darlings like Zappos with their mouths agape, full of awe but unable to take action. For those eager to do more than watch, Joseph Michelli deconstructs the Zappos story and makes it attainable.” —Seth Godin, author of *Poke the Box* About the Book: ZAPPOS. The name has come to stand for a new standard of customer service, an amazing online shopping experience, a great place to work, and the most impressive transformational business success story of our time. Simply put, Zappos is revolutionizing business and changing lives. Now, Joseph Michelli, author of the internationally bestselling business books *Prescription for Excellence* and *The Starbucks Experience*, explains how Zappos does it—and how you can do it in your industry. The Zappos Experience takes you through—and beyond—the playful, offbeat company culture Zappos has become famous for. Michelli reveals what occurs behind the scenes at Zappos, showing how employees at all levels operate on a day-to-day basis while providing the “big picture” leadership methods that have earned the company \$1 billion in annual gross sales during the last ten years—with almost no advertising. Michelli breaks the approach down into

five key elements: Serve a Perfect Fit—create bedrock company values Make it Effortlessly Swift—deliver a customer experience with ease Step into the Personal—connect with customers authentically S T R E T C H—grow people and products Play to Win—play hard, work harder When you enhance the customer experience, increase employee engagement, and create an energetic culture, you can't help but succeed. Zappos has woven these five key components into a seamless strategy that's the envy of business leaders. Now that strategy is yours. With *The Zappos Experience*, Joseph Michelli delivers a package for instant success right to your doorstep. All you have to do is open and use it.

The Art of Fully Living: 1 Man. 10 Years. 100 Life Goals Around the World. *Independently Published*

Master the art of fully living, one life goal at a time. Do you want to experience your one life--your whole life--to its fullest measure? In this stirring book, author, blogger and lifestyle entrepreneur, Tal Gur offers his own transformational journey as an inspiring example and practical guide to implementing the art of fully living. You'll learn how to actualize your potential by forging all aspects of your life through the process built into your life goals. The very structure of this book models Tal's immersive approach to goal-driven living: each chapter of *The Art of Fully Living* is dedicated to a year of focus--socializing, fitness, freedom, contribution, love, adventure, wealth, relationship, spirituality, and creativity--and follows Tal's endeavors as he works toward fulfilling 100 life goals in only 10 years. This daunting ambition, springing from one late-night conversation

among friends and a gnawing discontentment within the typical "success" story, becomes extremely relatable through Tal's bold storytelling; what's more, the deep lessons learned become immediately applicable for your own purposes as Tal thoughtfully extracts the actionable wisdom from his own experiences to articulate the principles and techniques of "the art of fully living." *The Art of Fully Living* takes you along the exhilarating ride of Tal's journey while illuminating your own possible life-goal trajectory: as Tal relates how he socialized nonstop in vibrant Melbourne to master English and trained intensively to complete Ironman New Zealand and practice ancient Thai martial arts, you'll learn how to apply immersion to achieve your own life goals; as Tal describes how he eliminated his crushing student debt in one year and attained financial and location independence, you'll learn how to simplify your life, recognize your own present wealth, and turn your passions into a living; and as Tal animates his experiences learning to surf and salsa, to drum in a troupe and compose electronic music, and to write this very book, you'll learn how to let your intuition be your guide, reveal your authentic core, and achieve flow--among the myriad other adventures and take-aways that fill this book. Tal not only introduces the idea that the art of fully living is another skill to master but also guides you through honing this skill with chapter lessons and actionable key takeaways. Once you discover "the art of fully living," there is no going back; it will feel unacceptable to settle for less than your dreams--and what's more, you'll dream even more wildly, aspiring to action with greater clarity of purpose, broader horizons of possibility, and holistic vision across all areas of your life. This book is especially for you if you find

yourself frustrated often, feeling low, or if you're struggling while asking yourself "What do I REALLY want?" You will discover how to leverage your strengths to achieve your dreams. You will know what it means to be truly free. You will be fulfilled by the path you have chosen to take from this point on. Can you imagine what the world would be like if everyone discovered and did what made them feel FULLY alive? Your dreams are your dreams for a reason; they are rooted in your deepest understanding of who you want and can become. It's up to you to follow though, to trust in your vision enough to persist until it becomes a reality, part of the world and part of who you are becoming. Your inspiration is meant to be, and you can make it so through the "art of fully living." Follow this inspirational journey and master the art of fully living by scrolling up and clicking the BUY NOW button at the top of this page

Selling *Grant Cardone*

The 5 Elements of Effective Thinking *Princeton University Press*

Offers real-life stories, items, and methods that allow for a deeper understanding of any issue, provide the power to use failure as a step toward success, and develop a habit of creating probing questions.

Get Smart!

How to Think and Act Like the Most Successful and Highest-Paid People in Every Field *Penguin*

Discover the secrets for how to think and act like the most successful people in the world and reap the rewards! In today's constantly changing world, you have to be smart to get ahead. But the average person uses only about two percent of their mental ability. How can we learn to unleash our brain's full potential to maximize our opportunities, like the most successful people do? In *Get Smart!*, acclaimed success expert and bestselling author Brian Tracy reveals simple, proven ways to tap into our natural thinking talents and abilities and make quantum leaps toward achieving our dreams. In this indispensable guide, you'll learn to:

- Train your brain to think in ways that create successful results
- Recognize and exploit growth opportunities in any situation
- Identify and eliminate negative patterns holding you back
- Plan, act, and achieve goals with greater precision and speed

Whether you want to increase sales, bolster creativity, or better navigate life's unexpected changes, *Get Smart!* will help you tap into your powerful mental resources to obtain the results you want and reap the rewards successful people enjoy.

Fear Less

How to Win at Life Without Losing Yourself *Random House*

'Pippa Grange has something to teach all of us when it comes to letting go of perfectionism and anxiety, and living with open hearts rather than clenched fists. *Fear Less* is a total game-changer.' Brené Brown If we were truly free from fear, what could we achieve? We strive for success, but we are rarely happy. The more we try to win - putting on a brave face for work or family - the more we risk losing ourselves. And even reaching our goals

can feel strangely hollow. The culprit? Fear. It makes us anxious, or shameful, or turns us into perfectionists. We pretend to be someone else while aiming for a status that's never truly satisfying. There is another way. A way to find our true voice, to win on our own terms. Building that open mindset is at the heart of this mould-breaking book by Dr Pippa Grange, the psychologist who helped transform the England team, taking them all the way

to the World Cup semi-finals in 2018. In *Fear Less*, Pippa Grange shows all of us how, by starting to live with less fear, we can find our real passions and deeper fulfilment. Her simple manifesto enables us to replace stress with courage, and connect with the people around us on a far deeper level. This type of success isn't about trophies or beating others, it's about winning at the very deepest level: winning from within. It's time to fear less.