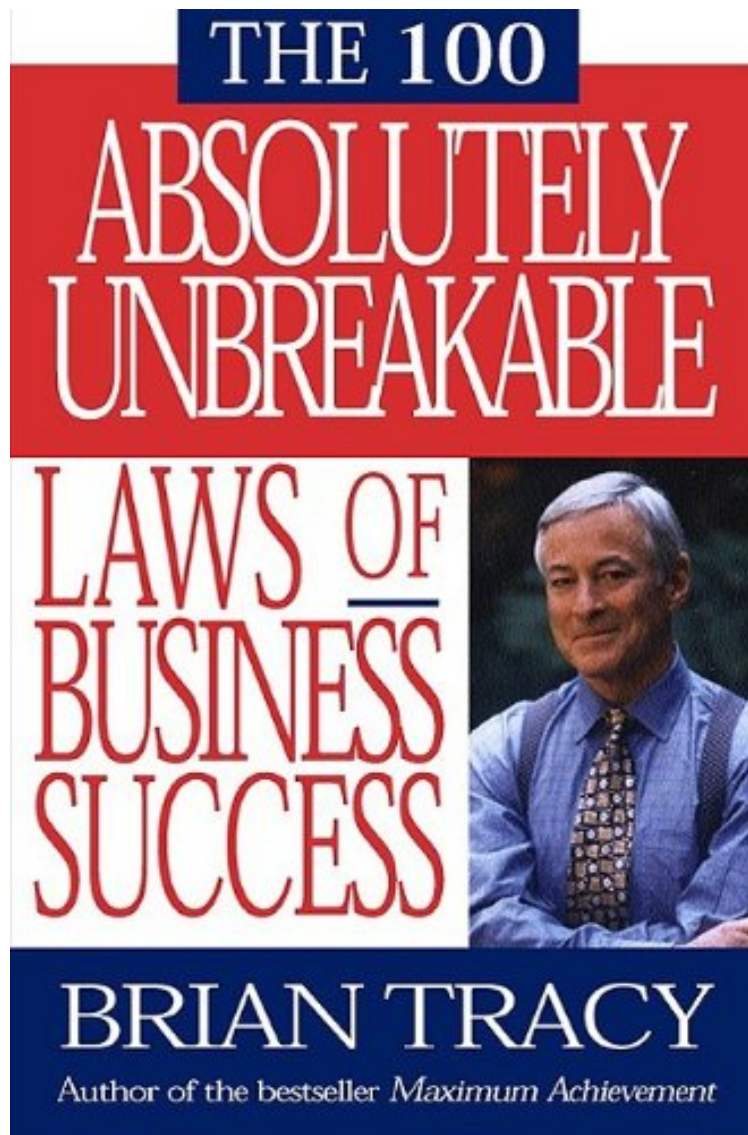


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The 100 Absolutely Unbreakable Laws of Business Success

Brian Tracy

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Brian Tracy : The 100 Absolutely Unbreakable Laws of Business Success before purchasing it in order to gage whether or not it would be worth my time, and all praised The 100 Absolutely Unbreakable Laws of Business Success:

0 of 0 people found the following review helpful. The Bible on the SubjectBy C. armstrongClassic Brian Tracy. Full of great tips and invualable insight, real and practical from great CEO's and military leaders of the past. This book is essential reading for anyone at the mangent, executive, or business owner level who must inspire and get results through other's. Brian's business series book Leadership is also a good summary/handbook supplement to this one, which is good to have on hand and re-read from time to time. It distills all of the same info covered here down to the

key points takeaways, so I would consider the 100 Laws more of the Bible on the subject, with very detailed and more thorough examples. Brian's new book *The Science of Money* is also recommended for those serious about wealth creation and who haven't been blessed with an affluent family/community upbringing and are looking to "close the gap" so to speak (such as Brian and myself included). 11 of 11 people found the following review helpful. Kick your life up a notch,... or two. By Monty Rainey Maybe I won't go so far as to say this is the best business book I've ever read, but I completely filled up a spiral notebook with notes. In fact, I had to use about 10 pages of another spiral notebook. I think I took more notes from Brian Tracy's 100 ABSOLUTELY UNBREAKABLE LAWS OF BUSINESS SUCCESS than from any other book I have ever read, and I've read an awful lot of books. One thing I really want to point out is that this book is not just about business. This book is about life. In fact, the first chapter is about the Laws of Life. It contains five subchapters, but really, all of the other seven chapters and ninety-three subchapters have to do with both business and life. These laws apply to marriage, school, politics, you name it. For instance, in chapter two we find the Law of Responsibility. You will see that it applies to every aspect of life in some way. The entirety of chapter seven contains fifteen laws of negotiating that will likely save enough on your next vehicle purchase to pay for a copy of this book for every member of your family! I could go on and on. I just can't think of a part of this book that isn't applicable to every part of life in some way. What I'm saying is, this isn't just a business book! This is a book that will make you a better person, and isn't that really what life is all about? The book is exceptionally well written. There's not a lot of razzle-dazzle, just cold hard stuff you can use to propel your life to a higher level. I recommend a lot of books, but only a select few make it onto my "must read" list. This is certainly one of those must reads. This book gets my highest recommendation. 0 of 0 people found the following review helpful. I highly recommend this book to any business owner or student of ... By Robert Kirk Brian Tracy's writing style and depth of knowledge is inspiring and so actionable. I have listened to many programs from Mr. Tracy and his books are some of the most well written and approachable self help guides out there. I highly recommend this book to any business owner or student of success. Get it, read it, and start to take action.

Why are some people more successful in business? Why do some businesses flourish where others fail? Renowned business speaker and author, Brian Tracy has discovered the answers to these profoundly puzzling questions. In *The 100 Absolutely Unbreakable Laws of Business Success* Tracy draws on his thirty years' experience and knowledge to present a set of principles or "universal laws" that lie behind the success of business people everywhere, in every kind of enterprise, large and small. These are natural laws, he says, and they work everywhere and for everyone, virtually without exception. Every year, says Tracy, thousands of companies underperform or even fail and millions of individuals underachieve, frustrated by thwarted ambition and dreams--all because they either attempted to violate or did not know these universal laws. But ignorance of the law is no excuse! Tracy breaks the 100 laws down into nine major categories: Life, Success, Business, Leadership, Money, Economics, Selling, Negotiating, and Time Management. For each of the nine groups he details the specific laws that govern it--laws such as the Law of Cause and Effect, the Law of Service, the Law of Increasing Returns, the Law of Compensation, and the Law of Independence. Drawing on a lifetime of observation, investigation, and experience, Tracy not only identifies and defines each law, he also reveals its source and foundation, whether in science, nature, philosophy, experience, or common sense. He illustrates how it functions in the world using real-life anecdotes and examples shows how to apply it to your life and work through specific questions and practical steps and exercises that everyone can use--sometimes in just minutes--to begin the journey toward greater business success. Now for the first time in one volume, these key principles can be understood and put to use by business people of all ages and experience for better, faster, more predictable results. "When you know and understand them," writes Tracy, "you gain a tremendous advantage over those who do not. When you organize your life and business according to these universal laws and timeless truths, you find that it is much easier to build and run a successful and profitable business or department, no matter what external conditions might exist... You will attract and keep better people, produce and sell more and better products and services, control costs more intelligently, expand and grow more predictably, and increase your profits with greater consistency." Easy to read, easy to understand, and easy to apply, *The 100 Absolutely Unbreakable Laws of Business Success* offers a straightforward, eye-opening, life-affirming approach to how the world of business really works.

.com The scrappy spirit of Horatio Alger is alive and well in success guru Brian Tracy. He may not be a household name yet like his colleagues Warren Bennis and Anthony Robbins, but (his publisher tells us) he still lectures hundreds of thousands annually on personal and professional development, including top cats at IBM and Arthur Andersen. This, his latest of some 10 books (including the "bestseller" *Maximum Achievement*), is exactly what its title suggests--100 maxims and MOs everyone must learn and live by to make it big, broken down into the laws of Life, Success, Business, Leadership, Money, Selling, Negotiating, and Time Management. Each law is followed up by anecdotes and quotes through history, plus bulleted points on "How You Can Apply This Law Immediately," which provide welcome structure and practicality. In fact, Tracy's 100 laws are so cheerily practical, such an astoundingly uncomplicated affirmation of good old American bootstrap self-determinism, they recall the days when Alger's

fictional bootblacks and newsboys finally made it big through pluck, elbow grease, and wide-grinning high hopes alone. (And, consciously or not, Tracy does seem to reside in a boys' world: among the countless men of means he cites here--from Emerson, Twain, and Lincoln to Henry Ford, Sam Walton, and, uh, Jesus Christ--this reviewer counted a whopping two women.) At times, Tracy's laws read like a Rotarian's shameless plug for capitalism ("The free market is the most efficient way for millions of people to have their needs met at the lowest possible cost"), an expression of Nietzschean contempt ("People are poor because they have not yet decided to become rich"), or, in a few instances, the kind of declaration that sets survivors of totalitarian regimes all a-tremble ("Power gravitates to the person who can use it most effectively to get the desired results"--yikes!). That said, Tracy's pronouncements are more than usually correct; an unflinching boost to the indecisive, underconfident, or fatalistic soul ("You are completely responsible for everything you are and for everything you become and achieve"); and even occasionally astute, especially in matters of sales ("Top money-earners in sales are viewed as consultants, helpers, counselors, and advisors to their customers, not as salespeople"), where he had his own humble beginnings. You won't find anything especially new in Tracy's 100 Absolutely Unbreakable Laws, so think of it as all the best advice for improvement of your self, career, and business you'll ever read or hear, packed into one turbocharged go-getter's almanac. At the book's start, Tracy promises us that just by writing down 10 of our goals in the first-person present tense ("I actually AM too rich and too thin!"), eight will have come true in a year's time. I ask you: Did even your own mother ever have that much faith in you? --Timothy Murphy "Brian Tracy's book of Laws has something for everyone who wants to be a success in any walk of life. " -- H. Norman Schwarzkopf, General, U.S. Army, Retired"Eloquently - yet practically - written, [this book] should be required reading for every entrepreneur, manager, and leader!" -- Scott McKain, Vice Chairman, Durham Capital Corporation"If you're in a hurry, you must read this bottom-line, get-to-the-point, give-me-the-answer-NOW success guide." -- Patricia Fripp, author of Get What You Want"One of the country's leading authorities on the development of human potential and personal effectiveness..." -- The Business Journal"The best book you'll ever read on success. Absolutely packed with useful information...Apply it for extraordinary achievement!" -- Nido R. Qubein, Chairman, Creative Services, Inc."These 100 laws contain the timeless wisdom of business learned throughout the ages..." -- Peter Lowe, President, Peter Lowe InternationalTracy's book of Laws has something for everyone who wants to be a success in any walk of life... -- H. Norman Schwarzkopf, General, U.S. Army, RetiredAbout the AuthorBrian Tracy started at the bottom and worked his way up, one step at a time. He began his adult life uneducated, unskilled, and unemployed, living in his car and working at odd jobs as they came along. At an early age, he became intensely curious about the way things work, why things happen the way they do. As he worked and traveled, read, and spoke to people, he began to discover a certain regularity and predictability in human affairs. These insights changed the direction of his life and led ultimately to the laws and ideas in this book. Like a scientist or researcher, he tested and applied each principle, comparing his conclusions with those of others. As he worked his way from job to job, from position to position, and eventually from failure to success, he used himself as a guinea pig to prove or disprove the validity of his discoveries. The cumulative effect of learning and applying these universal principles of success and achievement was exactly as he had predicted. Today, Brian Tracy is one of the top business consultants in the United States and one of the most popular professional speakers in the world. He has worked with more than 500 companies of all sizes, including many in the Fortune 500. He speaks to more than 300,000 people each year worldwide on subjects of personal and corporate effectiveness.