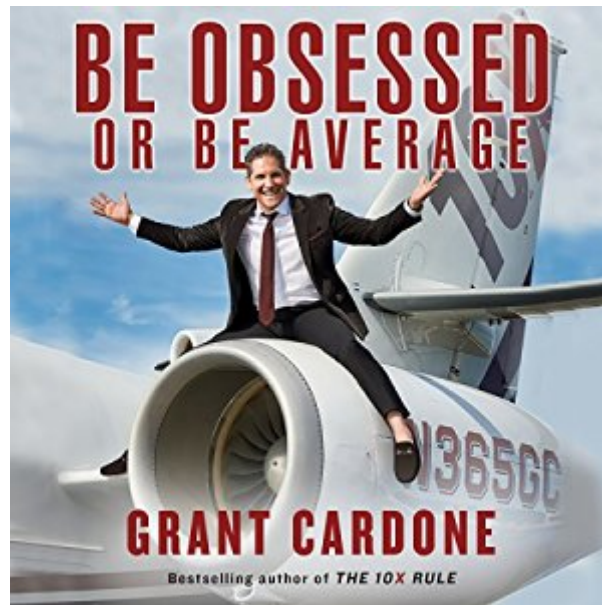


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# Be Obsessed Or Be Average



## Synopsis

From the New York Times best-selling author of *The 10X Rule* and *If You're Not First, You're Last* comes an in-your-face wake-up call for anyone truly ready for success. We're in the middle of an epidemic of average. So-called "normal" people get up every day, go to work, do what's asked of them, leave promptly at five, and return home to sit on the couch and watch TV. Society tells us that this is what it means to lead a balanced life. Don't stress too much or work too hard. Your career isn't everything. But Grant Cardone thinks this preoccupation with balance has really just given an excuse to be mediocre. The best-selling author, self-made multimillionaire, radio and TV personality, and owner of the *Whatever It Takes Network* knows that if you want real success, you have to be obsessed. You have to be hungry and hyperfocused and insatiable and not listen to naysayers who tell you to tone it down. You also have to know how to harness that obsession so that you can use it to your advantage. Some of his maxims: "Criticism is easily avoided by saying nothing, doing nothing, and being nothing." "Never fear the haters - fear the weak who listen to them." "Most people are dying at 20 and making it official at 80. Most people are living their lives with nothing to brag or talk about." If you're looking for someone to coddle you and make excuses for your lack of success, you've come to the wrong book.

## Book Information

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