

Daymond John Book

A leading presentation coach and a noted media coach offer a complete guide on how to present oneself in both professional and personal environments, introducing eight key strategies and techniques to help readers enhance their persuasive abilities. Reprint. 40,000 first printing. Scaling a business is not for the faint of heart. It's a mind-bending journey that causes millions of business owners around the globe to either throw in the towel—or avoid risk entirely and suffer from smallness and mediocrity. Most of these businesses fail because they are ill prepared to face the real challenges involved in scaling. Either they don't have the bandwidth to keep up with the sales demand or production, miss out on major opportunities due to fear, or keep making the same mistakes over and over because systems and processes aren't in sync with the rate of growth. To truly scale, you must upsize your strategic practices, implement new marketing strategies, find new ways to build your team, and expand your mindset to break through whatever is keeping you stuck at the same level. Then you must be willing to take the leap into the giant unknown – to make your impossible possible. In *Scale or Fail*, author Allison Maslan—who has successfully scaled ten companies from scratch and has guided thousands of small businesses to do the same—shares her revolutionary SCALEit Method® for successfully growing, replicating, and expanding your business. She also shares pivotal mindset strategies she's used to break the fear barrier as a trapeze artist so you can move past any obstacle, take strategic Big Picture risks, and fulfill your dreams of business expansion and skyrocketing profit. Featuring a wealth of real-life success stories, visual tools, and exercises that are prescriptive and inspirational, *Scale or Fail* offers proven scaling strategies and a proactive approach to: Create your Big Picture Vision and build a plan to achieve it Produce an ever-flowing stream of cash flow with consistent profits Establish a powerhouse team that functions well without you Become a true leader and feel like you deserve your success Improve systems and processes that facilitate scaling Get past the mental and strategic pitfalls that cause revenue bottlenecks *Scale or Fail* is adaptable to any type of business—manufacturing, consumer goods, a brick and mortar, a digital service, a wholesaler, a consulting service, and everything in between. Whether you're six figures and scaling to seven. . . or in the seven figures and scaling to eight or even nine, *Scale or Fail* provides the roadmap to multiply your business growth—and empower you to soar in the air with the greatest of ease.

John draws from his experience founding FUBU on a \$40 budget and building it into a \$6 billion brand, to show how being broke can force us to think more creatively, use resources more efficiently, connect with customers more authentically, and come up with those out-of-the-box solutions required to stand out. Drawing on stories from dozens of entrepreneurs who have bootstrapped their way to wealth, he shows how to leverage the power of broke to success.

The bestselling author and star of ABC's *Shark Tank* reveals how to master the three prongs of influence: reputation, negotiation, and relationships. Have you ever wanted to make a big change in your life but weren't sure where to start? In *Powershift*, Daymond John shares the answer. To take control of your destiny and drive the change you want to see, you need to lay the groundwork so you're prepared to seize every opportunity that comes your way. And that means mastering - Influence--make an impression: Develop a reputation that highlights what you stand for. - Negotiation--make a deal: Hone a win-win negotiating style. - Relationships--make a connection last: Nurture those connections you make along the way. Through never-before-told stories from his life and career, Daymond shares the lessons that got him to where he is today: from how he remade his public image as he transitioned from clothing mogul to television personality, to how he mastered the negotiation strategies that determine whether deals are won or lost "in the tank," to his secrets for building long-lasting--and profitable--relationships with founders and brands. Throughout the book, some of the world's most successful personalities reveal how they shifted their power in meaningful ways: Kris Jenner on determining your value: "You don't have to go ask somebody else for permission. You have the power to be able to stick to your guns and demand your worth." Mark Cuban on finding and understanding your why: "Time is the one asset we don't own, we can't buy, and we can never get back." Pitbull on tapping into your inner power: "A lot of people feel that to be powerful is to exude strength. I think it's the total opposite. To be powerful is to be powerless. It's when you give everybody what you got." Whether you're an innovator working to turn your big idea into a reality, a professional looking to land a major promotion, or a busy parent trying to find more time to focus on what's really important to you, Daymond shows you how to shift your power and energy towards positive change.

Second book tied to the *Shark Tank* show on ABC.

With worldwide distribution, the FUBU "For Us By Us" fashion brand is an international symbol of empowerment and success, standing as a blueprint for young business people looking to chart their own course. In *Display of Power: How FUBU Changed a World of Fashion, Branding, and Lifestyle*, Daymond John (FUBU's founder and CEO) gets to the heart of his unlikely run to the top of the fashion world, and shines compelling light on what it takes to succeed—from the dizzying street corners of his old neighborhood to the dazzling corner offices of corporate America—and what it takes to harness and display the power that resides in us all.

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.

Mega-bestselling author Ken Blanchard and celebrated business leaders Don Hutson and Ethan Willis present an inspiring story that reveals the secrets to becoming a successful entrepreneur. In *THE ONE MINUTE ENTREPRENEUR*, Ken Blanchard (coauthor of the #1 bestselling business classic *The One Minute Manager*), Don Hutson, CEO of U.S. Learning, and Ethan Willis, CEO of Prosper Learning, tell the inspiring story of one man's challenges in creating his own business. Through a powerful and engaging narrative, we confront many of the typical problems all entrepreneurs face in starting up their business, from finding new sources of revenue to securing the commitment of their people and the loyalty of their customers. More important, we learn the secrets to becoming a successful entrepreneur, including how to build a firm foundation, how to ensure a steady cash flow, and how to create legendary service. In addition, the book offers invaluable advice, delivered through One Minute Insights, from such entrepreneurs and thinkers as Sheldon Bowles, Peter Drucker, Michael Gerber, and Charlie "Tremendous" Jones. Today, in the midst of the largest entrepreneurial surge in U.S. history, four out of five small businesses continue to fail. *THE ONE MINUTE ENTREPRENEUR* offers businesspeople and would-be entrepreneurs a treasure trove of wisdom on how to think, act, and succeed in creating and sustaining a business, no matter what their industry.

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.

Improve Your EQ Success as an entrepreneur takes a lot more than big ideas and dedication. With threats of burnout and rejection at nearly every turn, the entrepreneurial journey is riddled with obstacles—but the staff, experts, and voices of Entrepreneur want you to know you're not alone. Entrepreneur Voices on Emotional Intelligence brings you real-world strategies to help you get brutally honest with yourself and boost your emotional intelligence. Dive in and learn how to: Assess and manage your own EQ levels Stop negative thoughts in their tracks to stay focused Decipher nonverbal cues that are the key to your success Shut down emotional manipulators before they suck the life out of you Develop a positive relationship with failure Cope with the grief, loneliness, and self-doubt that all entrepreneurs face Propel your career with regular EQ maintenance Plus, gain tips and tricks to become more likable, win big in your negotiations, and leverage emotions when marketing your business.

The star of ABC's "Shark Tank" demonstrates how starting a business on a shoestring can provide significant competitive advantages for entrepreneurs by forcing them to think creatively, use resources efficiently, and connect more authentically with customers. --Publisher's description.

When life hands you lemons what do you do? Well complaining certainly doesn't help anything, and nobody really listens anyway. Truth is, most successful people have failed their way to the top. For every successful person that you see, what you don't see is the trail of bankruptcies, failed partnerships, and pricey mistakes that made them who they are today. So does that mean every entrepreneur has to go through the same horrors, heartaches and pain? Is there any way to avoid this? Well one way is to learn from the experiences of others. . . MJ Gottlieb's How To Ruin A Business Without Really Trying takes a new and exciting approach to help entrepreneurs by telling them what "not" to do. The book uses fifty-five painstaking, yet hysterical tales throughout MJ Gottlieb's 21-year journey as an entrepreneur to highlight some of the most prevalent and destructive mistakes entrepreneurs make when running a business today. Truth-be-told, entrepreneurs simply do NOT like to be told what to do. Learning from the mistakes of others however, takes the ego out of the equation so entrepreneurs can learn objectively, while still allowing them to enjoy the freedom of their own experience.

THE BESTSELLING AUTHOR OF PITCH ANYTHING IS BACK TO FLIP YOUR ENTIRE APPROACH TO PERSUASION. Is there anything worse than a high-pressure salesperson pushing you to say "yes" (then sign on the dotted line) before you're ready? If there's one lesson Oren Klaff has learned over decades of pitching, presenting, and closing long-shot, high-stakes deals, it's that people are sick of being marketed and sold to. Most of all, they hate being told what to think. The more you push them, the more they resist. What people love, however, is coming up with a great idea on their own, even if it's the idea you were guiding them to have all along. Often, the only way to get someone to sign is to make them feel like they're smarter than you. That's why Oren is throwing out the old playbook on persuasion. Instead, he'll show you a new approach that works on this simple insight: Everyone trusts their own ideas. If, rather than pushing your idea on your buyer, you can guide them to discover it on their own, they'll believe it, trust it, and get excited about it. Then they'll buy in and feel good about the chance to work with you. That might sound easier said than done, but Oren has taught thousands of people how to do it with a series of simple steps that anyone can follow in any situation. And as you'll see in this book, Oren has been in a lot of different situations. He'll show you how he got a billionaire to take him seriously, how he got a venture capital firm to cough up capital, and how he made a skeptical Swiss banker see him as an expert in banking. He'll even show you how to become so compelling that buyers are even more attracted to you than to your product. These days, it's not enough to make a great pitch. To get attention, create trust, and close the deal, you need to flip the script.

Logan's ability to impact an audience with life changing messages has resulted in standing room only crowds for years. Stout Advice reveals the step-by-step path to success in a systematic compounding way for every person desiring to be, do and have more. Stage one starts with the individual: • Belief motivates • Vision directs • Courage acts • Discipline progresses Stage two focuses on building teams: • Relationships grow • Connections are made • Influence is earned • Success is possible • A legacy is built This is a must read for business owners, networkers, coaches, teachers, ministers and everyone who works with people! The keys to Logan's success are revealed in this powerful message that will certainly impact anyone striving to reach their God given potential in life!

From 2020 Democratic presidential candidate Andrew Yang, a captivating account of how "a skinny Asian kid from upstate" became a successful entrepreneur, only to find a new mission: calling attention to the urgent steps America must take, including Universal Basic Income, to stabilize our economy amid rapid technological change and automation. The shift toward automation is about to create a tsunami of unemployment. Not in the distant future--now. One recent estimate predicts 45 million American workers will lose their jobs within the next twelve years--jobs that won't be replaced. In a future marked by restlessness and chronic unemployment, what will happen to American society? In The War on Normal People, Andrew Yang paints a dire portrait of the American economy. Rapidly advancing technologies like artificial intelligence, robotics and automation software are making millions of Americans' livelihoods irrelevant. The consequences of these trends are already being felt across our communities in the form of political unrest, drug use, and other social ills. The future looks dire-but is it unavoidable? In The War on Normal People, Yang imagines a different future--one in which having a job is distinct from the capacity to prosper and seek fulfillment. At this vision's core is Universal Basic Income, the concept of providing all citizens with a guaranteed income--and one that is rapidly gaining popularity among forward-thinking politicians and economists. Yang proposes that UBI is an essential step toward a new, more durable kind of economy, one he calls "human capitalism."

A masterly collection of eleven stories about the way we live now from the best-selling author of Netherland. From bourgeois facial-hair trends to parental sleep deprivation, Joseph O'Neill closely observes the mores of his characters, whose vacillations and second thoughts expose the mysterious pettiness, underlying violence, and, sometimes, surprising beauty of ordinary life in the early twenty-first century. A lonely wedding guest talks to a goose; two poets struggle over whether to participate in a "pardon Edward Snowden" verse petition; a cowardly husband lets his wife face a possible intruder in their home; a potential co-op renter in New York City can't find anyone to give him a character reference. On the surface, these men and women may be in only mild trouble, but in these perfectly made, fiercely modern stories O'Neill reminds us of the real, secretly political consequences of our internal monologues. No writer is more incisive about the strange world we live in now; the laugh-out-loud vulnerability of his people is also fodder for tears.

Whether you want to be a singer, rapper, DJ, producer, manager, executive, promoter, etc. this book IS your go to, kick in the ass, strategy guide for making big breakthroughs and next level success in the music industry.

A first responder's harrowing account of 9/11—the inspirational true story of an American hero who gave nearly everything for others during one of New York City's darkest hours. On September 11, 2001, FDNY Battalion Chief Richard "Pitch" Picciotto answered the call heard around the world. In minutes, he was at Ground Zero of the worst terrorist attack on American soil, as the Twin Towers of the World Trade Center began to burn—and then to buckle. A veteran of the 1993 bombing of the World Trade Center, Picciotto was eerily familiar with the inside of the North Tower. And it was there that he concentrated his rescue efforts. It was in its smoky stairwells where he heard and felt the South Tower collapse. He made the call for firemen and rescue workers to evacuate, while he stayed behind with a skeleton team of men to help evacuate a group of disabled and infirm civilians. And it was in the rubble of the North Tower where Picciotto found himself buried—for more than four hours after the building's collapse.

The author details how and why he retired, at age thirty-three, from a prestigious international accounting firm and presents, to those who do not want to spend the best years of their lives working, a blueprint for early retirement New York Times Bestseller and Wall Street Journal Bestseller! Bar Rescue's Jon Taffer presents a new guide to getting what you want in life and business--to stop making excuses so you can get back to winning. During his many years as an entrepreneur, consultant, and star of the Paramount Network's hit show Bar Rescue, Jon Taffer has witnessed the destruction that results when people bullsh*t themselves. Excuses are the root cause of nearly every business and personal problem, but fortunately, Jon knows how to fix your excuse habit for good. This book is almost as good as having Jon in your face on Bar Rescue, telling you the hard truths you've been avoiding. Don't Bullsh*t Yourself! is Jon Taffer's brutally honest, no-nonsense guide to help you kick those excuses to the curb. If you can stop bullsh*tting yourself and address your real issues, you will gain the power to turn your life around completely. Taffer breaks excuses down into six major categories, illustrating them with real-life examples such as Marcus Luttrell, the lone survivor of a SEAL team mission in Afghanistan who barely escaped Taliban territory, and Christine King, founder and CEO of Your Best Fit, who, despite being paralyzed in a horrific boating accident, went on to build a successful fitness company. These inspiring stories, combined with Taffer's own experiences, will give you the confidence to identify and face your own excuses head-on. It's Taffer Time! Time to stop bullsh*tting yourself and start crushing it!

Inspirational autobiography of the African-American talk show host.

The completely updated classic and New York Times #1 bestseller that has captivated millions of readers worldwide! Follow-up to the New York Times bestseller Spy Secrets That Can Save Your Life--revealing high-stakes techniques and survival secrets from real intelligence officers in life-or-death situations around the world Everyone loves a good spy story, but most of the ones we hear are fictional. That's because the most dangerous and important spycraft is done in secret, often hidden in plain sight. In this powerful new book, bestselling author and former CIA officer Jason Hanson takes the reader deep inside the world of espionage, revealing true stories and expert tactics from real agents engaged in life-threatening missions around the world. With breathtaking accounts of spy missions in Eastern Europe, the Middle East, Asia, and elsewhere, the book reveals how to: * Achieve mental sharpness to be ready for anything * Escape if taken hostage * Set up a perfect safe site * Assume a fake identity * Master the "Weapons of Mass Influence" to recruit others, build rapport, and make allies when you need them most With real-life spy drama that reads like a novel paired with expert practical techniques, Survive Like a Spy will keep you on the edge of your seat – and help you stay safe when you need it most.

From the ABC hit show "Shark Tank," this book-filled with practical advice and introductions from the Sharks themselves--will be the ultimate resource for anyone thinking about starting a business or growing the one they have. Full of tips for navigating the confusing world of entrepreneurship, the book will intersperse words of wisdom with inspirational stories from the show. Throughout the book, readers will learn how to: Determine whether they're compatible with the life of a small business owner, shape a marketable idea and craft a business model around it, plan for a launch, run a business without breaking the bank (or burning themselves out), create a growth plan that will help them handle and harness success, and pitch an idea or business plan like a pro. Responding to the fans' curiosity about past show contestants, readers will also find approximately 10 "Where Are They Now" boxes in which they learn what happened to some of the most asked-about and/or most popular guests ever to try their luck in front of the Sharks--and what they learned in the process.

If you're thinking about buying this book, it's probably because it feels like something's missing in your career. Guess what? It could be YOU. Whether you're living for the weekends or counting the minutes until 5 pm every day, life is too short to wish it away because you feel stuck in your job. The good news is that you have the power to stop living on autopilot and turn your career around. "Follow your passion," "find your purpose," and "do what you love" have joined the parade of bland directives that aren't doing much to actually help you figure out what you're meant to do with your career. Instead, they only create more confusion. If all we had to do is "follow our bliss" . . . why aren't we blissful yet? The truth is, the best career is not one where you only do what you love, but one where you honor who you are. In You Turn, counterterrorism professional turned career coach Ashley Stahl shares the strategies she's used to help thousands ditch their Monday blues, get clarity on what work lights them up, and devise an action plan to create a career they love. This book gives readers access to Stahl's coveted 11-step roadmap that has guided thousands of coaching clients in 31 countries to self-discovery and success. Throughout her process, you'll: • Discover your Core Skillset. Uncover your gifts and talents to create an intentional career path that's fulfilling and aligned with who you are—and what you're good at. • Understand your "Inner Money Blueprint." Discover the root of your money mindset, and how to break free of financial limitation. • Clarify your Core Interests. Identify the difference between a passion, gift, and calling so you can get clear on what's meant to be a hobby--and what's meant to be a career! • Become your own coach. Walk away with a unique set of tools for staying true to your best self in times of stress, frustration, or anxiety. Whether you're considering a career pivot, or just curious about what else is possible for you, it's time to make a "you turn"—to get unstuck, discover your true self, and thrive (not just survive) in your career.

A new kind of career playbook for a new era of feminism, offering women a new set of rules for professional success: one that plays to their

strengths and builds on the power they already have.

"Taken from over 30 years of building global brands, regional brands, local brands and startups, this is a no-holds-barred, no-punches-pulled compilation that will liberate your mind, empower your strategies and elevate your brand with master brander David Brier."--back cover
Build the Career of Your Dreams Are you on the edge of a career burnout? Do you feel bored or uninspired by your business? Have you been thinking about that next step but are too afraid to take it? You are not alone. In this book, more than 30 successful entrepreneurs and career experts lift the veil on what it takes to rise the ranks in your company, build a successful side gig, and set up your business for success. Divided into four parts and packed with game-changing insights, real-world stories, and spot-on advice, *Entrepreneur Voices on Careers* is the ultimate choose-your-own-adventure guide to help you: Make the career move that best fits your goals and lifestyle Build a multimillion-dollar side hustle while working your 9-to-5 Climb the corporate ladder with an entrepreneurial mindset Take the leap from part-time gig to full-time business owner Leverage your current skills to succeed in a brand-new industry Plus, read exclusive interviews and #DearEntrepreneur letter responses from coaches, founders, and executives who have seen it all.

Rise and Grind Outperform, Outwork, and Outhustle Your Way to a More Successful and Rewarding Life Currency

Two top specialists in profitable growth and innovative customer-supplier relationships show companies of all sizes how to compete with the tech giants—by choosing and providing peerless value to the right customers for long-term success. Every year, managers at companies large and small are finding it harder to compete with the likes of Google and Amazon, who are muscling into their businesses, stealing their customers, and cornering every conceivable market and service. There is, however, a way for companies to survive—and win—in this era of digital behemoths. *Choose Your Customer* is a powerful, consumer-targeted guide that can help managers level the playing field against their biggest competitors. Written by Jonathan Byrnes, the legendary MIT-based expert on profits, pricing, and strategy, and John Wass, a key member of the team that made Staples a major national brand, *Choose Your Customer* shows managers how to: Identify the customers who are the most profitable—and focus on them. Provide services and experiences that can't be replicated by the tech giants, no matter how much data they have, or how much automation they use. Support your chosen customers' diverse and rapidly evolving needs to accelerate profitability and growth. These customer-driven strategies enable leaders to build a uniquely targeted business that the digital giants just can't match. From unbeatable customer service to superior pricing and product selection, *Choose Your Customer* provides detailed and actionable advice on how to compete successfully with the big guys and how to increase profits as a result.

As leaders or parents (or both), navigating difficult conversations is part of our job description. How do we keep calm and achieve a productive outcome, all while keeping our relationships intact? The secret is curiosity. It's the innovation-driving, emotion-calming skill that comes so naturally to us as kids, but gets buried so easily beneath our busy, multitasking lifestyles. The good news is that we just have to relearn what we already know! In "The Power of Curiosity", mother-daughter executive coaching team Kathy Taberner and Kirsten Taberner Siggins introduce the Curiosity Skills and a full, step-by-step process to use anytime, even in potentially challenging conversations arise. In "The Power of Curiosity", you'll learn: * How to be fully present in every conversation, even when distractions abound * The five listening choices you always have available to you, whether at home, work, or school * Specific calming strategies to access when negative emotions run high * A step-by-step process to transform potential conflict into relationship-building opportunities Imagine approaching every conversation, even challenging conversations with a sense of calm and even excitement, confident you'll achieve a win-win result and a stronger relationship than before. That's the power of curiosity.

Ring in Valentine's Day—and love—with the New York Times Best-Selling Crayons! This charming title featuring everyone's favorite coloring crew is the perfect gift for that special someone on Valentine's Day—or any day of the year. Love is yellow and orange. Because love is sunny and warm. Love is purple. Because it's okay to love outside the lines. This special gift book, featuring all the Crayons from *The Day the Crayons Quit*, explores the bright colors and subtle shades of love. This is a must-have for fans of *The Crayons*, and the perfect gift for that special someone.

The path to success is rarely easy or direct, and good mentors are hard to find. In *Getting There*, thirty leaders in diverse fields share their secrets to navigating the rocky road to the top. In an honest, direct, and engaging way, these role models describe the obstacles they faced, the setbacks they endured, and the vital lessons they learned. They dispense not only essential and practical career advice, but also priceless wisdom applicable to life in general. *Getting There* is for everyone—from students contemplating their futures to the vast majority of us facing challenges or seeking to reach our potential.

John has never been a stranger to hard work. As a young man he started a hip-hop inspired fashion brand on the streets of Queens, New York, with a \$40 budget; today his brand, FUBU, has over \$6 billion in sales. The truth, he says, is that if you want to get and stay ahead, you need to put in the work. You need to outthink, outhustle, and outperform everyone around you. You've got to rise and grind every day. Here John shares the habits and mind-set that empower him, letting us in on how he makes the most of his 24/7. And he opens up about his recent cancer scare and how it fuels him to continue to challenge himself.

A Young Person's Guide to Starting Your Own Business Written by a Successful Kidpreneur! Running a successful business can be hard for anyone, but seventeen-year-old Moziah Bridges has become a pro at it. His company, Mo's Bows, is what today's "kidpreneurs" dream of achieving—a successful business selling a product that one loves and is passionate about. Mo shares with young business-minded readers his BOWS of Business: Believe in yourself, take the Opportunity to give back, Work hard/study hard, and have Support from friends and family. He knows there is a Mo's Bows in every household—kids just need someone to help nurture their talents. Aimed at young middle grade readers, *Mo's Bows: A Young Person's Guide to Startup Success* follows Mo's journey to success and reveals all the ups and downs and important lessons he's learned along the way—as well as provides information and tips on how to start your own business and succeed. Complete with a foreword by New York Times bestselling author Daymond John, this book is sure to inspire budding young entrepreneurs to achieve their business goals.

Achieve real gains and remove obstacles in your path to fitness with *Everyday Health and Fitness with Multiple Sclerosis*. David Lyons' program is designed to help you maintain a healthy lifestyle and includes anecdotes from real people with MS, their limitations and how they followed this plan to reach their fitness goals. The customizable, high-intensity, calorie-burning workout builds lean muscle mass. Find advice and solutions for overcoming mental hurdles, nutrition fundamentals to properly fuel workouts, easily adaptable exercises, and motivation. *Everyday Health and Fitness* is a road map for every person who wants to conquer a disease or disability, and just get moving.

Agoraphobic sixteen-year-old Solomon has not left his house in three years, but Lisa is determined to change that—and to write a scholarship-winning essay based on the results.

The Brand Within is the second title in "The Shark" Daymond John's bestselling Display of Power Series of business, motivational, and empowerment books aimed at young, would-be entrepreneurs. In this groundbreaking book, Daymond examines the loyalty and relationships which companies and celebrities seek to establish with their customers and fans, along with the identifying marks consumers carry when they buy into a brand or lifestyle. Drawing on his own experiences from the cutting edge of the fashion business—as well as on his hard-won insights developed as a sought-after marketing consultant to global trendsetters and

tastemakers--Daymond maintains that branding relationships have now seeped into every aspect of our lives, and that in order to survive and thrive in the marketplace, consumers and aspiring professionals need to understand and nurture those relationships

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