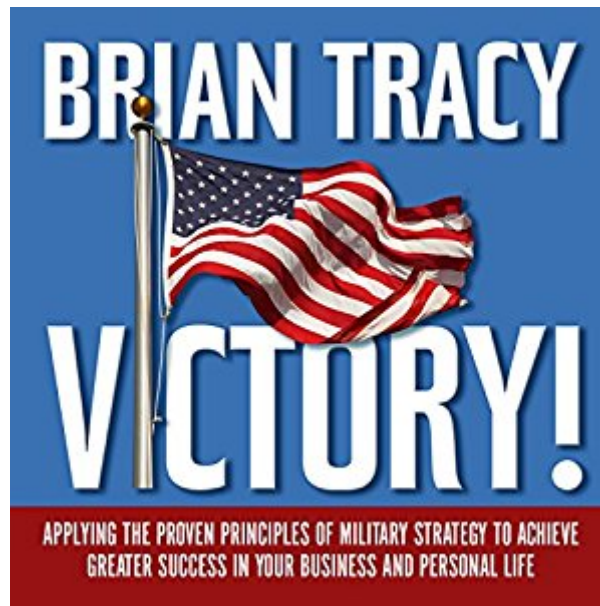


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# Victory: Applying The Proven Principles Of Military Strategy To Achieve Greater Success In Your Business And Personal Life



## Synopsis

In *Victory*, best-selling author Brian Tracy applies to business and personal success the same concepts that have helped great leaders triumph in military campaigns throughout history. Using military examples throughout, he provides ambitious, success-oriented listeners with a practical template for reaching their own potential for greatness. This is an indispensable strategic field guide from America's foremost expert on achievement.

## Book Information

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## Customer Reviews

Nobody knows more about building or turning around a business than Brian Tracy. He has successfully created million dollar companies for himself as well as turned around many business. This book deals with military strategies as applied to business. Today, you can't just be good, you have to go beyond that just to keep up with your competition. Brian shows you how. Great book for all business and management people.

Although it's an overused metaphor, top business speakers and best-selling author Brian Tracy show how you can apply battle-proven methods to achieving victory in the world of business. While many of the principles sound familiar, Tracy's presentation is lively and well organized. He covers the importance of having objectives, getting the facts, coordinating your activities, daring to go forward, concentrating your forces, conserving your resources and having one person in charge. He uses battlefield illustrations to remind us of these principles. He also draws on ancient and modern historical accounts of battles to illustrate the close connection between victory in war and in

business. If your approach to business hinges on careful strategy and targeted planning, we from getAbstract think you will find tactical weapons in this military manual that you can muster in the fields of commerce.

This book - and it is subtitled achieving success in business and personal life so no confusion as to its aim - is a good read. Plenty of white space within the pages so you never feel you're sitting down to read a tome on military tactics and strategy. However, despite some interesting historical anecdotes, the book feels a little light on and simplistic. "Concentrate your forces" sounds great when supported by the single battle where it was employed to effect. However, in business terms, the same principle goes against standard practice of having a reasonably broad portfolio. If it all comes off - you look like a god. If it doesn't - you might just be another schmuck who tried and failed. It's the kind of book that's great in paperback - less costly and something you can easily digest during a commute. At hardback price it's a little costly and a little light on.

There are many business books and many self help books. Even the author had written many of the same kind himself. However, this one is truly outstanding and fascinating. The combination of war/battle histories with business/self development concepts bring life and glamour into the book. The anecdotes really help readers like me to better understand and bear in mind the twelve principles (in twelve chapters) the author elaborates. In short, a must buy for frequent business/self help book readers. I assure you that you can re-read it several times in the future with the same passionate interest. p.s. For your fast reference, I would like to copy and paste the title of the twelve chapters/principles here (as available in the content page). Ch 1 P of the Objective: Clarity is essential Ch 2 P of the Offensive: Dare to go forward Ch 3 P of the Mass: Concentrate your powers Ch 4 P of Maneuver: Remain flexible at all times Ch 5 P of Intelligence: Get the facts Ch 6 P of Concerted Action: Coordinate your activities Ch 7 P of Unity of Command: One person in charge Ch 8 P of Simplicity: Take the direct approach Ch 9 P of Security: Cover all your bases Ch 10 P of Economy: Conserve your resources Ch 11 P of Surprise: Do the unexpected Ch 12 P of Exploitation: Follow up and follow through

I have heard so many say that Brian Tracy is the best. This was my first of his books, and I haven't gotten thru it yet as I am finding it pretty tedious. He takes a basic, simple technique and takes a full chapter to weave it in with military ideas. My opinion, he could have, and should have, done it in a few paragraphs. Sorry Mr Tracy.

You simply cannot go wrong buying any of Brian Tracy's works. Whether it be books, Cd's, DVD's, audio programs or training in any form, he is an acknowledged master who has "been there and done that." From a nobody with nothing, to a multi, multi-millionaire, he teaches you what really works, not just theory or conjecture as so many others do. He has changed more lives for the better than you can possibly imagine. I know...he changed mine!

Brian Tracy knows how to publish a business book -- they seem to come out yearly -- but this is hardly cliched material. Victory! is loaded with anecdotes of military successes and failures and it can truly teach you to turn battle-tested principles -- boldness, speed, surprise and resolute determination -- into winning business strategies. This example-driven book provides lots of fascinating war stories and, if nothing else, those stories will teach you something about military history.

What makes this book different from other "self-help" books is that it moves from the same, tired old concepts, abstractions, academic theories and boiler-plate "feel-good" psychobabble, into practical material that is useful and applicable IMMEDIATELY. Tracy's "nuts and bolts" approach, using military (involving the ultimate "real world," life-or-death situations) metaphors, examples and case studies gives the information in the book a hands-on feel with little tolerance for Pollyanna "pie-in-the-sky" nonsense. If I had to choose just one self-help book as a reference guide, "Victory" by Brian Tracy would be my choice, hands down.

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