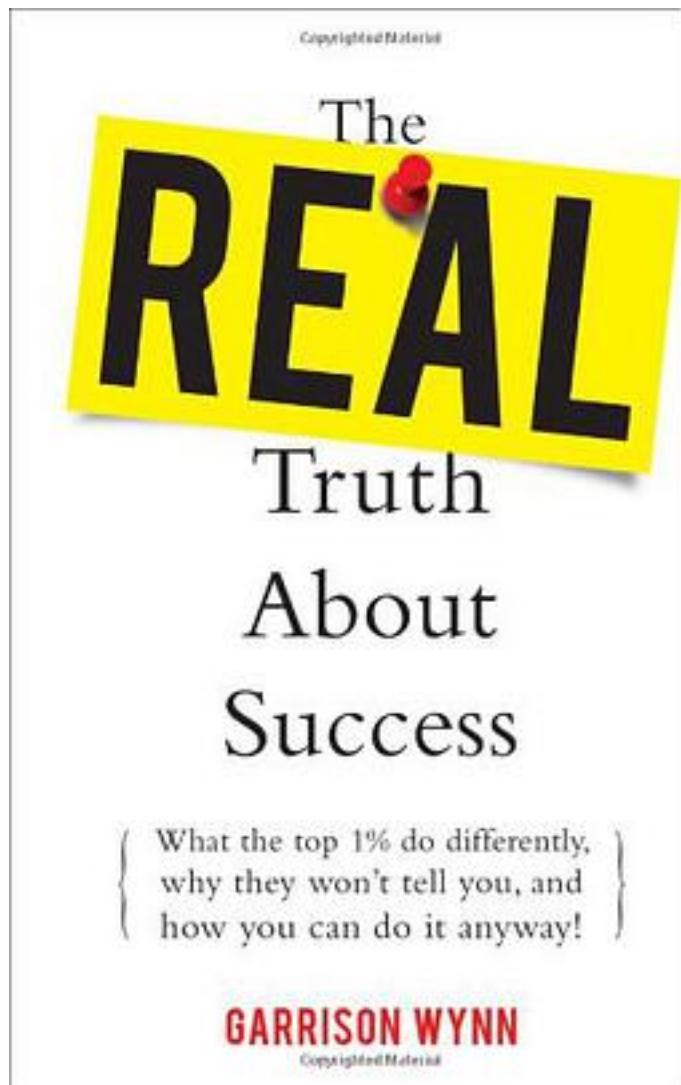


The Real Truth About Success



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"Everyone is looking for the real in whatever they endeavor. Garrison Wynn went out looking for real answers to real success challenges--and he found them. If you want them, get this book real fast!" --Jeffrey Gitomer, New York Times and Wall Street Journal bestselling author of The Little Red Book of Selling Life and business aren't fair, which is good. If they were, you couldn't seize the unfair advantage. Think about it. Is your CEO the smartest person in the company? Is the head of your department more driven than you? Does the leading company in your industry make the best products? Probably not. They all have one thing in common, though: They're on top of the pile because they discovered and exploited their unfair advantage--and with the help of business expert and motivational dynamo Garrison Wynn, you can do the same. The Real Truth about Success is the culmination of ten years' worth of interviews with more than 5,000 top performers in their fields. During the process, Wynn discovered that better brains, a positive attitude, and superior all-around quality rarely drive true success. Rather, the most successful people in the world leverage their unique, distinctive qualities--whatever they may be--to propel themselves to the front of the line. In The Real Truth about Success, Wynn helps you: Discover (or create) your own personal advantage. Align it with the most appropriate goals. Transition from self-knowledge to repeatable implementation. Relentlessly put your advantage to practical use. Bask in the sunshine of well-deserved success. All of us have a personal advantage we can use to stack the cards in our own favor. What's yours? High intelligence? Good looks? Likability? Great connections? (Your unfair advantage may well be a talent for leveraging other peoples' unfair advantage.) Refreshingly (sometimes brutally) honest about what it takes to get to the top, The Real Truth about Success blows the lid off the secret of their success--so you can make it the secret of your success.

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