



Think Big: Make It Happen in Business and Life

Donald J. Trump , Bill Zanker

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Donald J. Trump is an icon: the very definition of the American success story. President-elect, reality-television star, and developer of some of the planet's most prestigious real estate, he's also become one of the world's wealthiest men.

Trump is a living example of how thinking BIG and knowing when to back up your opinions aggressively—regardless of what your critics or opponents might say—can help you maximize your personal and professional achievements. In his first political campaign, Trump defeated his opponents by rallying voters nationwide to "Make America Great Again." For the first time ever, you too can learn Trump's secrets to thinking BIG and kicking ass! Learn:

Momentum: the Big Mo. How to get it and how to get it back.

Revenge: how and when to get it (and why it's so sweet).

"I love you, now sign this!" Why contracts in business and personal life are so important.

Real-life stories from people who've applied the think BIG formula in their own lives.

These strategies are proven and attested to by those who've learned to think BIG from Donald Trump and found success in their own lives even when the world seems to be against them. Co-authored with Bill Zanker, an entrepreneur who learned these tactics firsthand from Trump, *Think BIG and Kick Ass* shows you how to bring a winning attitude to everything you do.

Think Big: Make It Happen in Business and Life Details

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From Reader Review Think Big: Make It Happen in Business and Life for online ebook

Zach Freeman says

I mean, pretty much what you'd expect this book to be. There's some good advice tucked away in here but for the most part it's the kind of advice you've heard before: believe in yourself, work hard, do something you love. These tips are all wrapped up in seemingly true stories that are all just vague and perfect enough to also seem blatantly untrue as well, told more to frame a point than to really recount something that has happened. The language is very simple and the structure is even simpler: in each chapter a point is made, then the point is recapped, then the recap is simplified to a few short sentences. This is a helpful memory aid but it's also repetitive, especially since many of the points tie together which means often the same stories are repeated in multiple chapters (such as how the early '90s was a rough time for real estate and Trump had a rough time, but not as rough as everyone else. He gives this exact sentiment at least three times).

Most interesting:

Twice Trump mentions that Hillary Clinton is a "fantastic" person.

Trump says George Clooney and Angelina Jolie are not as attractive as everyone says. In a business book.

The chapter on getting revenge is incredibly petty. It's also odd advice for a "winner" to devote so much energy to attacking anyone who ever does something you feel hurt by.

It's a quick read and offers some insight into the brain of the man who will soon be running our country...

Jeffrey says

OK, to begin with, I'm not a fan of Trump. However, since he has the "success" mindset, I decided I had to read it. Besides, I got it free through a promotion for The Learning Annex (Trump's co-author is Bill Zanker, the owner).

Anyway, one thing that was reinforced is the fact that successful people have a certain mindset. I took the quiz to discover my mindset (I actually already knew--if you don't know then you probably aren't success minded) and I've got it. Do you? If you're not sure (see comment above) then best check it out. And the point of the matter is that EVERYONE should be success oriented. If you're not, then it's a matter of poor conditioning, laziness, or lack of knowledge. For successful people are people of their word, focused, disciplined, risk takers (but limit risk through sufficient effort and proper amount of homework), big picture thinkers, desire NOT to be life's bitch, among other qualities.

Who doesn't want these traits?

And I find that those who are not successful, those who don't make temporary sacrifices for long-term gain and happiness, happiness, happiness, are on a path to misery. Who wants to be miserable? Who wants to work their entire life having someone(s) telling them when to go to work, leave, when to eat lunch and for how long, how much your worth and whether or not you'll have a job.

The problem with schools and colleges / university is that they don't teach finance, relationships, self-accountability, work ethic, ethics, and so on. They merely produce hourly / salary workers who function at the behest of the employer, government, banks, savings and loans, and credit card companies. But if education wasn't advocated then there'd be too many business owners and investors and little or no need for the above mentioned institutions.

Mr. Trump? Tell us about it.

He does, and he does a good job doing so. He reveals his weaknesses (defensive, paranoid, etc.), of course, but things work for him because he applies basic laws of success: ie: law of attraction, shoot then aim, etc. So read it. It's good. Just ignore his rantings about revenge and "idiot people" and stick to his teachings on hard work, focus, honoring one's word, work ethic, relying on gut instinct over paralysis of analysis, and so on.

And try not to focus on his silly public persona or his foolish antics with that comic who got under his skin. He's successful for a reason, and no, it's got little to do with nepotism. Give him a chance, ignore the bad character elements, and learn from one of the masters. He's popular for a good reason.

The Trump, I think I'll keep him . . . or at least his insights into success.

Worth the read.

Howard says

Very interesting ideas and advice.

Kurami Rocket says

This was just your typical be successful book by being persistent, smart, etc. However, it was all about not trusting anyone not even friends, exacting revenge, and never forgiving a crook. Like seriously? Just what kind of values is Donald Trump trying to teach? Yes, it is good to have thick skin for when criticism comes, to gain more knowledge, be persistent in your goals, and aim for higher goals, but at what cost? If someone wrongs you, it is hurtful, but people make mistakes. That is no reason to hate them and never trust them again. That is especially no reason to ruin their lives. That is just brewing more hatred that will ultimately harm you and most likely the person's family in the long run.

Furthermore, Trump wouldn't even take the time of day to talk to this person who was making a school to educate people faster and have the opportunity to learn things they could not learn elsewhere; Yet it wasn't until he offered Trump an insane amount of money that he paid attention to him. This shows that Trump is very critical. He is all for education and yet, he would not pay attention to this man trying to expand his curriculum until money was offered. If all this does not show what type of person Donald Trump is, then I don't know what will.

He says he is a Christian. Yet Christianity is all about patience, love, understanding, and forgiveness. Donald

Trump is shown to be arrogant, revenge driven, and power hungry. I just cannot wrap my head around how some people want him as president when he has also made xenophobic and racist commentaries.

All in all, DO NOT BUY THIS BOOK!!! It is full of hate, paranoia, and seeking revenge to be successful and those are foundations you should NOT use to have success in life. This book is simply horrible and teaches preposterous values that aren't even values at all.

Seriously do not listen to this man!!

Aryn says

I mean...yes, he's arrogant as all hell, but I also find this book very inspiring if not helpful in taking a look at my currently mess life and trying to figure out where to go with it.

I'm not giving this book four stars because it is written very well. I'm giving it four stars because it speaks to me on a personal level and I intend to read it over and over again especially when I am stuck in the mire, feeling hopeless and uncertain and lost and small.

I've got to do what I love, think big, be creative, and never, ever quit.

Erin Martin says

A friend from my bookclub gave this to me as a joke, but I decided to read it. I almost gave it 2 stars, as there were some valid business-y things that resonated with me....such as how you shouldn't keep focusing on what might go wrong when setting a goal or how when you open a business people immediately start criticizing you so get used to it! But mostly this book is a glimpse into a total insane man. In this "business" book (written 10 years ago!) he: declares he is the only one who could make peace in the Middle East, talks about how Condi Rice did nothing except travel the world taking pictures with people, states that because the USA has the best weapons we should use them to negotiate more, talks about how if someone attacks you it is necessary to attack them back ten-fold, and so on and so on. One of the most insane paragraphs he dedicated to how everyone thinks Angelina Jolie is pretty but he doesn't think so at all (BIZARRE stuff for a business book.). The co-author is almost worse, but I did laugh out loud when he mentioned that when he got started in his career he had a \$1k suit he called "Le Suit." God help us all.

David Ruiz says

I think that Donald Trump's logic is a morale that we all should be following. This book is literary a mentor that everyone should carry around. In Think Big and Kick Ass in Business and Life Donald Trump explains step by step how he became the worlds most successful real state business man. You have to be tough in business in order to succeed, you must know who to work with and the people you shouldn't be around with. Enthusiasm, focus, and knowledge can take you far and this book exceeds beyond any common success story.

Lain says

I'm not particularly a Donald fan, and I've never seen The Apprentice, but when someone is as famous as Donald Trump, I figure it can't hurt to take a listen to what he has to say.

I loved this book! It was chock-full of entertaining stories, business tips, and irreverent comments. Donald may not be politically correct, but he sure is straight-talking.

I picked up several great tips that will help me in my career:

- Think big (you're thinking anyway -- you might as well think big!)
- You're never defeated until YOU decide you're defeated
- Think positive. It really does work.

I don't agree with his positions on prenups and revenge, but I still enjoyed hearing his opinions.

Zanker's stories were also interesting, though nowhere near as powerful as Trump's. At times, I felt he was stretching to find anecdotes from his life to fit the lessons. All the same, this was a fun and entertaining read, one I'll remember for a long time.

Lori McGuire says

I absolutely loved this book! Even though it has been out for quite some time, it's a great reminder of how hard work and never giving up on yourself equals extreme success in business. I really admire Donald Trump. I know that there are some things that are very controversial about him, however, he definitely has business sense! He's done a great job raising his kids not to feel entitled, he has a great passion for making "the deal" happen, he's constantly striving to improve himself, and he doesn't really care what other people think. He can be a little bit blunt in this book, but it's actually hysterical! Donald is just being "The Donald"! He's such a great motivator. I now have down on my goal list to see him speak in person hopefully this year!

Mickey Kammeyer says

I have a different worldview than Donald Trump, so while I agree that one should always dream big and work really hard to achieve those dreams, I don't agree that one should exact revenge on all who harm one or that when starting a marriage one must handle it as a business transaction.

Ultimately, I got the book because I was hoping for some inspiration and I just wasn't that impressed. That is why I gave it a low rating.

Manny says

Read the following passage carefully. Underline all the words that weren't spoken yesterday by Donald

Trump.

So the Pope's been shooting his mouth off again saying I'm not a Christian. Like, what would he know about it? If and when the Vatican is attacked by Isis, which as everyone knows is Isis's ultimate trophy, I can promise you that the Pope would have only wished and prayed that Donald Trump would have been President because this would not have happened. He's probably got some lameass plan about forgiving his enemies and praying for their souls or something. Well I've got a better plan. I'm going to kick their butts.

The pope is a very political person. I think he doesn't understand the problems our country has. I don't think he understands the danger of the open border that we have with Mexico. Does he realize that it's full of rapists and drug mules and prostitutes? If he'd ever lived in the US, he'd know what Hispanics are like.

Ready?

(view spoiler)

Greg says

This is a "missing piece" book in the library of business books. What I mean is that Trump and Zanker connect some wiring in the mental machine of the business mindset that is left dangling by other entrepreneurial and business books. For example, other writers say "protect yourself." Well, what does that really mean? Trump says "Get even (or more than even) to protect yourself." We've all seen Trump make a spectacle of himself in doing this, but it hit me that this advice is sound. My dad used to have the same philosophy, when I started feeling a bit cocksure and wanted to challenge the old man to a knock-down drag-out. He would say, "If you're going to hit me, you better be damn sure to kill me." I can think of a couple of times when I let things go that I should not have let go. If someone takes advantage of you in business, put your lawyers on them hard. If it costs you more money than you recoup, so be it! It saves you from dealing with the next scumbag who just saw you take down the last scumbag, and decides to rip off someone else.

And his "thinking big" strategy just kind of made more sense, and was clearer, than other goal-setting strategies. If someone tells you to "dream big", what does that really mean? Is a million dollars big? Is a billion? When Trump talks, you get the impression that you know what thinking big is now. It's taking steps that are so big that they're a stretch, at best. Steps so big that you don't know how you'll make them happen, you just kind of jump and count on yourself to figure it out. If you're signing \$10,000 contracts with your company, it's signing a \$1,000,000 contract and trusting yourself to get it done somehow. It can be doubling your productivity at work, then storming into the boss's office and *demanding double pay*. If you're flipping \$60,000 single family houses, it's taking your money and moving up to \$500,000 apartment complexes. I got sort of a 10x to 100x vibe from this book, like doing 20% more or 100% more is too incremental. If you're making big progress and getting big results, then you need to demand big rewards.

And Trump, I believe, has the missing piece of the marriage puzzle that no positive-thinking business people talk about, though he's been divorced twice. Especially for people whose parents and friend's parents largely stayed together, you have *no idea* how ugly divorces can be. I personally have seen some incredibly nasty divorces that destroyed lives and families. There is everything in the world to be said for keeping your relationship strong and committed. I believe in love. But I also believe that Trump is right to recommend prenuptial agreements. They suck to talk about, but if they could have spared some of the nastiness that I've

seen, they would have been worth 1,000,000x their weight in gold.

And it's a pretty fast read! And Donald is pretty funny and politically-incorrect.

Vaishali says

Bravado galore, but still... he's so blatantly honest you find yourself reading a bit more. Plenty of hilarious celebrity-dishing, like when Lee Iacocca "cried like a baby" on the phone. The book is best at the end: Q & A where Trump gives specific info on negotiating with banks, buyers, and sellers.

Quotes (apologies for length)

"Dream big, because what you dream is what you will do."

"Take action everyday, and get focused for the long haul."

"Never take no for an answer."

"If you don't focus, even for one minute, you will start slipping."

"I am so passionate about my work, that to me there is nothing better, which is the greatest feeling. Some nights I can't even sleep. I want to wake up so badly and go to work."

"My motivation for doing these projects was never the money; I wasn't even looking for these projects... What I do passionately everyday fit well with these enterprises, so they found me."

"With everything you do, find a mission or grand purpose beyond money that you can become passionate about. Find the higher ground above the greedy exclusiveness of people who only care about money..."

"Whatever your job is presently, do it with passion, and magic will happen. You will meet the right person, and get noticed. I've seen this over and over again."

"If you could do one thing in life, what would it be? What do you get so caught up in the fun of doing that you lose track of time?"

"When you do work you love, it is no longer work, because the activity itself is the source of energy."

"Passion is more important than brains or talent... I have seen less talented people propel themselves to great success on high octane passion."

"You have to bring your ideas down to earth. Take your ideas and add the weight of passion to them as soon as possible before they disappear... Passion is the magic ingredient that zaps you with a fierce drive for completion of every endeavor."

"My father worked on Saturdays, on Sundays, seven days a week. He loved working. He was a happy guy... I learned from my father that work can make you happy."

“I only sleep about 3-4 hours every night... When you are waking up to something you love, it's hard to sleep more than that.”

“I love to make a deal. I love to crush the other side and take the benefits. Why? Because there's nothing greater. To me, it's even better than sex, and I love sex.”

“When I started my career in real estate I had a problem: I had no money to invest in the properties I wanted. But I didn't focus on it and let it stop me. I focused all my attention on buying properties without money.”

“If we could say ‘I'm so unfocused’ rather than ‘I'm so stressed out’ I think we could do a lot more work clearly. The more focused I am on doing things I love, the less stress I experience.”

“Most people are not cut out to deal with the high stress level of being a great success... to thrive under pressure.”

“I knew a man in the real estate business whose name I will not mention... He built buildings like I did, and he always looked down on the bankers. He treated them very, very badly... I had the opposite approach to bankers. I would say “You're the greatest”, even if I was making a fortune and they weren't. Why hurt these people?”

“I lost my top 3 executives in a helicopter crash... When something like that happens, you realize how delicate life is... When I can, I allow returning Iraqi war veterans that are wounded to come to Mara Lago and use my private beach and ocean front.”

“The Formula of Knowledge : The best way to learn is through studying the history of successes and failures in your industry.”

“Now sometimes you may want to give up. It may seem impossible to try again, but that is the most important time, because it's the time when you begin to learn important information about what you are doing, information you need to succeed.”

“Too many hollow compliments are not okay for kids... Let your children work hard to gain your praise; they will value it more. I always taught my kids that they needed to work hard for everything they ever got in life, and all the luxuries they enjoyed were because of my hard work. I taught them if they want to share in the rewards, they have to share in the work.”

“You will always encounter obstacles; in fact you can count on them.”

“I like to live my life on the cutting edge of progress, not for the money, but for the sheer joy of participation. I would never give that up.”

“Take action... Start right away... You have to go out there and kick ass. That's all you have to do. Get out there, and go for it.”

“On July 29, 1974, I acquired options to purchase the two waterfront properties from the Penn Central Railroad... for \$62 million with no money down - all because I went with my gut and did not quit.”

“You should not be in a business where you need to rely on consultants. Know your business inside and out.”

“Your word is golden... it’s very important.”

“Dive deeply into the data, and then trust your gut.” - Andy Grove

“I could negotiate peace in the Middle East. Very few people could.”

“Use instinct to perfect timing.”

“Believe me, it is not cool to be Donald Trump when you owe billions of dollars.”

“When luck is on your side, it is not the time to be modest or timid. It is the time to go for the biggest success you can possibly achieve.”

“I am no stranger to working hard. I have done it all my life. As a result I have become accustomed to expecting success.”

“The media has distorted reality, so that people who have to struggle or work for long years to be successful are left with a strange feeling that somehow they are being left out. They feel that the world owes them something. But in real life it does not work that way. There are no guarantees that anybody will be rich and successful. Nobody owes you anything. You need to get down to earth, and realize that you have to pave your own way to success by working hard and being diligent. There is no other way.”

“Ignore what you lack. If you dwell on the negative, it’s all over for you. Luck will not have a chance to show up in your life.”

“Some very smart people told me if [The Apprentice] failed, it would be a tremendous blow to my image. I said ‘My image is so freaking bad, what the hell difference does it make?’ I can’t emphasize enough how important it is to take chances on something new... Do not close your mind to new things, thinking you know everything there is to know. The world is rapidly changing... It’s just plain stupid to put on blinders...”

“My positivity has brought me a lot of luck. When I was young I could not sell them on my experience. I sold them on my enthusiasm.”

“Learn how to manage your mind. Do not let a situation lure you into negativity. Every time a negative thought comes to you, zap it. Replace it with a positive thought. That takes energy, but the result will be stamina - positive stamina.”

“If you are tempted to blow off steam, you should put that steam into getting the things that you want.”

“I knew every contractor in New York. I knew every one of them, because I had been screwed by every one of them.”

“In every deal I do, my main job is to be positive, even when everyone else around me is negative and gloomy.”

“The price for this option was \$250,000. I did not have \$250,000... I drew up the contract, but I did not fork over the \$250,000. Instead I had my lawyers argue legal points back and forth while I was busy trying to put the rest of the deal together.”

“When I first moved to Manhattan to do my first deal, many people don’t know I did not have money or employees. When I walked into an office, I acted as if I had an organization - the Trump Organization - behind me. I was on my own, and no longer working for my father. Few people knew that the Trump Organization had no employees except myself, and operated from my studio apartment in Manhattan. I dressed the part of a successful real estate entrepreneur... armed with the determination and enthusiasm of someone who was going to make things happen. Nobody ever questioned if I could do it... nobody had the nerve to question that assumption. From the very start, I was in complete control of every deal, because I commanded everyone’s respect.”

“With every action you take and every task you complete, you are building momentum.”

“... From the day I graduated from Wharton in 1968, I did well. For 21 years I was doing fantastic. I felt like I had the right to take it easy... the right not to focus. Reality taught me an important lesson. I could not have it both ways. If I wanted to be the greatest... then I needed to focus.”

“My rule is to never believe what anyone says about you, good or bad - especially the media.”

“Worry, fear, and indecision destroy focus. So take charge of your life... The worst hell you will ever face is the hell you create with your own mind. So instead of dwelling on the negative, think of all the things you want. Think of all the good things you’re going to do in life. Keep focused on your goal, and never give up. Besides, bad times bring great opportunities.”

“Never rest, no matter how well you are doing. Your current good times are a result of all the hard work and dedication you have.”

“Always take your work seriously.”

“He or she who focuses the longest wins.”

“Time is on your side. Things do not continue down forever.”

“I was the most undisciplined kid you could ever have imagined. My parents couldn’t handle me, so they sent me to military school at a young age where I learned discipline. Without this training, I never would have become who I am today.”

“Excuses are a symptom of fear.”

“You get paid what you’re worth only when the person you’re dealing with has no other choice... To be super-successful, you have to use leverage to extract top-dollar for what you do... In every successful real estate deal, I’ve had to make my opponent feel the pain of what he would lose if he didn’t do the deal with me, and the pleasure of going forward on the deal and giving me what I want.”

“How big you think determines how big you will become. Everything else is secondary.”

“Tim Allen... says he uses 3 lists to maintain his focus:

1. Greatest goals he wants to achieve in his life
2. Things he needs to do this year in order to reach his life goals
3. Things he needs to do today in order to reach his life goals"

“Big thinkers form positive conclusions about things... Doubt leads directly to failure.”

“Always think of yourself as someone who is important.”

“Remember, the banks need you more than you need them... with \$50,000 you can borrow probably \$500,000... I’d go in and negotiate like crazy. I wouldn’t spend the whole \$50,000 either, by the way.”

“Be in focus, stay in focus - good times or bad, stay focused. Don’t think you’re so hot. Stay focused.”

“The chase and the close are the same.”

“I work on 10 deals at a time.”

“I did a job in Westchester, and I sold the units for \$2 million... at the top of the market. Now there are 3 for sale. I’m offering them for \$1.2 million. I want to buy them back. Then I’ll sell them in 2 years for a profit. It’s a game. Then you die, and nobody cares. It’s over.”

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Craig Wright says

Summary taken from <http://www.stanleycham.com/SC-Article...>

Think Big and Kick Ass

Donald Trump & Bill Zanker

Chapter 1 Do You Have What It Takes?

To Sum It Up

1. Winners in life have special qualities which set them apart from 98% of the population.
2. There is a formula you can follow to be a winner in life but you must be brutally honest with yourself.

Points to Remember

1. Dream Big - What you dream is what you will do. If you want to be big, set big goals
2. Be lean and hungry
3. Take action everyday and stay focus for the long haul
4. Suck up more and more knowledge so that you are good at what you are doing
5. Pride yourself for your ability to come out with creative solutions to tough problems
6. Be passionate about your work
7. Never take no for an answer
8. Learn to trust your guts
9. Hire the best people
10. Get even with people who do you wrong
11. Never stop focusing on your objectives even when things are good
12. Always get a prenuptial agreement

Chapter 2 Passion, Passion, Passion

To Sum It Up

1. Never do anything just for money, do it with love. To be successful, you have to love what you are doing
2. Find a career that you are passionate about. You need passion to overcome obstacles, recover from

setbacks and make it through in tough time.

3. Give you goal substance and assign them a value that is not monetary.
4. To be a winner in life, find a passion, get out of your comfort zone and be a doer.
5. Learn to handle pressure to bounce back from failure and to never give up.

Points to Remember

1. Find your passion and love what you do. Do not do thing you don't like just for the money.
2. Do you best with passion and good thing will come to you.
3. Give you goal values that are not monetary.
4. Know that passion conquers fear.
5. Serve your passion by taking action everyday.
6. Take great joy in doing a great job.
7. Focus on the solution and not on the problem.
8. Handle pressure by not dwelling on negative thoughts and the opinions of others
9. Learn from mistakes and do not let them take you down.
10. Be mentally tough and never give up.
11. Push yourself out of your comfort zone.

Chapter 3 Basic Instinct

To Sum It Up

1. Never do anything just for money, do it with love. To be successful, you have to love what you are doing
2. Find a career that you are passionate about. You need passion to overcome obstacles, recover from setbacks and make it through in tough time.
3. Give you goal substance and assign them a value that is not monetary.
4. To be a winner in life, find a passion, get out of your comfort zone and be a doer.
5. Learn to handle pressure to bounce back from failure and to never give up.

Points to Remember

1. Find your passion and love what you do. Do not do thing you don't like just for the money.
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9. Learn from mistakes and do not let them take you down.
10. Be mentally tough and never give up.
11. Push yourself out of your comfort zone.

Chapter 4 Creating Luck

To Sum It Up

1. Some people are born luckier than others. It gives them an advantage over the rest. Most of the supersuccessful people work hard to create their own luck.
2. The harder I work, the luckier I become
3. One event can change the course of your life. If not become of that one event, Donald may not be writing this audio-book. He went for the dinner despite he hated to go. Yet he went because it was his job to go there. It was work, horrible hard work. He work hard, he got lucky. That is why he is here today.
4. You can make luck happen through hard work and intelligence.
5. Bad things can and do happen. Be prepared for the worst. If you work hard and smart, luck comes your way when you least expected.

Points to Remember

1. Some people are naturally luckier than others and that is just a small starting point.
2. You can create your own luck. The harder you work, the luckier you get.
3. The world does not owe you anything. You have to work for it. Good luck does not come overnight.
4. Be open to new information and idea. Be willing to take on new challenges. Always think positively and expect the best.
5. Do not let anything getting into your way. Protect your back by thinking negatively. Stay confident even when something bad happens. It is just a bump on the road. It will pass.

Chapter 5 Fear Factor

To Sum It Up

1. The world is a horrible place. Lions kill for food but people kill for spot. People try to kill you mentally, especially when you are on top.
2. We all have friends who want everything we have. They want our money, our business, house, car, wife and cat. Those are our friends. Our enemies are event worst. You got to protect yourself in life.
3. The same burning greed that makes people loot, kill and steal in emergency like fires and floods operates daily in normal in everyday life. It looks right beneath the surface and when you least expected, it raises it nasty head and bites you. Accept it. The world is a brutal place.
4. Always hope for the best in people and be prepared for the worst.
5. Be very careful when you hire people. If you do not watch your back, they will surely reap you off.
6. Do not worry about being like. It doesn't matter whether your employees like you or not. Be damn sure that they respect you.
7. I used to say, "Hire the best people and trust them." Now I know better. Now I say, "Hire the best people and don't trust them."

Points to Remember

1. Do not have illusion. The world is a brutal place full of vicious people. Everyone wants to kill the fastest gun. Lions kill for food, human kills for spot.
2. Get some respect and do not give a damn if people like you. Know your stuff and you will command instant respect. Always dress for respect.
3. Hire the best people and do not trust them. Only hire people with positive attitudes and get rid of the bad apples fast.
4. Inspire people with powerful team spirit.
5. Value loyalty above everything else.
6. Forgive people for their first honest mistake. Never forgive a crook.
7. Set high standard for people and expect they will fulfill them.

Chapter 6 Revenge

To Sum It Up

1. As a child your parents and teachers told you do not fight and try to get along with people. They meant well trying to protect you from the harsh reality of the world. In the world of grown up, things are different. Many bullies out there try to push you around. They can get very nasty. When a bully comes after you, do not fold open and play nice, do not lie down and take it. Get even. This not a typical advice. It is a real life advice.
2. Most business writers won't be so blunt and not so honest with you in getting even, they know it is the truth.
3. The same burning greed makes people loot, kill and steal in an emergency like fire and flood operates daily in normal day. When you least expected, it surface its nasty head and bite you. Expect it. The world is a brutal place.
4. Always hope for the best in people, be prepared for the worst. Be very careful when you hire people. If you do not watch your back, they will surely reap you off.
5. Do not been worry of being like. It does not matter whether your employees like you or not. Be damn sure that they respect you. I used to say, "Hire the best people and trust them." Now I know better. Now

I say, "Hire the best people and don't trust them."

Points to Remember

1. Do not have illusion. The world is a brutal place full of vicious people. Everyone wants to kill the fastest gun. Lions kill for food, human kills for sports.
2. Get some respect and do not give a damn if people like you. Know your stuff and you will command instant respect. Always dress for respect.
3. Get the best people and do not trust them.
4. Only hire people with positive attitude and get rid of the bad apples fast.
5. Inspire people with powerful team spirit.
6. Value loyalty above everything else.
7. Forgive people for their first honest mistake. Never forgive a crook.
8. Set high standard for people and expect they will fulfill them.

Chapter 7 Big Mold

To Sum It Up

1. To be a big success in any field, you need to build momentum. Momentum is all about energy and timing
2. When you start anything new, you don't have no momentum. That is when things are hard. People are not calling you. You don't seem getting anyway. If you keep working towards your goals, one day at a time, pretty soon you will get into the flow of people and events. You get contacts, you gain credibility. You build a track record of success. Then things get much easier. Why? Because you have momentum.
3. Do not take momentum for granted. If you lose your momentum, all your success ends and things get into much more difficult again. It is dangerous to do anything when you have lost your momentum. Your timing is off. People and events are no longer in your favor. So watch out to never lose your momentum.

Points to Remember

1. When you start anything new, you don't have no momentum. With every action you take, every task you complete, you are building momentum. When momentum reaches a critical mass, everybody is on red alert and has your on their radar screen. When people see momentum, they want to be a part of it.
2. To get momentum, focus on a specific goal with passion and intensity. Specialized knowledge builds momentum. Getting an experienced mentor helps build momentum.
3. To keep momentum, keep challenging yourself. Remember to keep going. If you stop, you momentum will stop. Use adverse events and challenges to make you stronger. Never give up on yourself.
4. When you reach the top, keeps your momentum rolling by giving back to society.

Chapter 8 Never Take Your Eyes Off The Balls

To Sum It Up

1. To be a big success in any field, you need to build momentum. Momentum is all about energy and timing
2. When you start anything new, you don't have no momentum. That is when things are hard. People are not calling you. You don't seem getting anyway. If you keep working towards your goals, one day at a time, pretty soon you will get into the flow of people and events. You get contacts, you gain credibility. You build a track record of success. Then things get much easier. Why? Because you have momentum.
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Points to Remember

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2. To get momentum, focus on a specific goal with passion and intensity. Specialized knowledge builds momentum. Getting an experienced mentor helps build momentum.

3. To keep momentum, keep challenging yourself. Remember to keep going. If you stop, your momentum will stop. Use adverse events and challenges to make you stronger. Never give up on yourself.
4. When you reach the top, keep your momentum rolling by giving back to society.

Chapter 9 I Love You, Sign This

To Sum It Up

1. Many people go into marriage with blinders on, thinking that nothing will ever go wrong.
2. Love is blind. The truth is there is a 58% chance your marriage will fail and you end up in divorce. Very few people plan for it because they are afraid to confront the subject when they are so in love. A pre-nuptial agreement is a horrible document. There is nothing nice about it but it is much better than the alternative.

Points to Remember

1. People's lives get destroyed because they do not have a pre-nup. 58% of marriages end in divorce. Do not let love cloud your judgment.
2. There is nothing more terrible when a man and a woman who used to love each other are crawling at each other over money and property. Both men and women need pre-nups. Nobody plans to get divorced. A pre-nup is a certainty agreement. It defines what happens in case of a divorce. A pre-nup is not the most romantic thing to do but you really need it.

Chapter 10 Think Big and Kick Ass In Business and In Life

To Sum It Up

1. No matter what you do, think big. Thinking big is the driving force for all the great achievements in modern life.
2. Thinking big is what creates a lasting and loving relationship. Simply take a big goal and mold yourself to become a person who can accomplish that goal.
3. Most people are afraid to think big. They can't imagine themselves doing big things because they don't have the knowledge, the experience, and the track record. You don't need these things to think big. You can start to think big without the trapping of success. Every big thinker has to start as a nobody. Just think big and it immediately distinguishes you from the vast majority of people.
4. How big you think determines how big a success you become. Everything else is secondary.

Points to Remember

1. Thinking big has led to human kind of all the great achievements. Focus on the top and you will get there.
2. It is easier to do things on the large scale. Overcome the fear of thinking big. Mold yourself into the person who can do big things.
3. Adopt a big attitude to go along with your big thinking. Give yourself a big definition. Draw positive conclusions about yourself. Go first class all the way. Display a big attitude in your personal and social life as well.
4. Always think of yourself as someone important. Speak out like a big thinker. Hang out with other big thinkers. Put your thoughts into action right away.
5. Build confidence starting with small successes that lead to greater and greater success.
6. Take advantage of big trends. Keep away from negative people in business and in life.
7. Avoid sinking into dangerous self-criticism.
8. After every setback, start thinking big as soon as possible.

Karen Syed says

I don't care what you think about the man, if you take success seriously, then you must admit that he has it going on. This book really helped me change how I look at things regarding my business and my thought

process on success.

Trump and Zanker talk candidly about how they worked their way to where they are now. Being richer than most is not all sunshine and roses, according to these two business tycoons. Both men discuss not only their great successes, but also the tremendously devastating trials of loss.

As is the case with most Trump books, this one is told using stories and personal anecdotes from their journey to power and riches. I personally enjoy hearing the different ups and downs, and how it is NOT impossible to succeed, or at the very least survive in a down economy. Trump talks about how many of his [previously] successful friends lost everything and didn't have the personal strength or confidence to survive or come back.

A fascinating, entertaining, and very informative book.
