The 100 Absolutely Unbreakable Laws of Business Success

By Brian Tracy

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Why are some people more successful in business? Why do some businesses flourish where others fail? Renowned business speaker and author, Brian Tracy has discovered the answers to these profoundly puzzling questions.
In The 100 Absolutely Unbreakable Laws of Business Success Tracy draws on his thirty years' experience and knowledge to present a set of principles or "universal laws" that lie behind the success of business people everywhere, in every kind of enterprise, large and small. These are natural laws, he says, and they work everywhere and for everyone, virtually without exception. Every year, says Tracy, thousands of companies underperform or even fail and millions of individuals underachieve, frustrated by thwarted ambition and dreams--all because they either attempted to violate or did not know these universal laws. But ignorance of the law is no excuse!
Tracy breaks the 100 laws down into nine major categories: Life, Success, Business, Leadership, Money, Economics, Selling, Negotiating, and Time Management. For each of the nine groups he details the specific laws that govern it-laws such as the Law of Cause and Effect, the Law of Service, the Law of Increasing Returns, the Law of Compensation, and the Law of Independence. Drawing on a lifetime of observation, investigation, and experience, Tracy not only identifies and defines each law, he also reveals its source and foundation, whether in science, nature, philosophy, experience, or common sense. He illustrates how it functions in the world using real-life anecdotes and examples shows how to apply it to your life and work through specific questions and practical steps and exercises that everyone can use--sometimes in just minutes--to begin the journey toward greater business success.
Now for the first time in one volume, these key principles can be understood and put to use by business people of all ages and experience for better, faster, more predictable results. "When you know and understand them," writes Tracy, "you gain a tremendous advantage over those who do not. When you organize your life and business according to these universal laws and timeless truths, you find that it is much easier to build and run a successful and profitable business or department, no matter what external conditions might exist...You will attract and keep better people, produce and sell more and better products and services, control costs more intelligently, expand and grow more predictably, and increase

your profits with greater consistency."

Easy to read, easy to understand, and easy to apply, The 100 Absolutely Unbreakable Laws of Business Success offers a straightforward, eye-opening, life-affirming approach to how the world of business really works.

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Editorial Review

Amazon.com Review
The scrappy spirit of Horatio Alger is alive and well in success guru Brian Tracy. He may not be a household name yet like his colleagues Warren Bennis and Anthony Robbins, but (his publisher tells us) he still lectures hundreds of thousands annually on personal and professional development, including top cats at IBM and Arthur Andersen. This, his latest of some 10 books (including the "bestseller" *Maximum Achievement*), is exactly what its title suggests--100 maxims and MOs everyone must learn and live by to make it big, broken down into the laws of Life, Success, Business, Leadership, Money, Selling, Negotiating, and Time Management. Each law is followed up by anecdotes and quotes through history, plus bulleted points on "How You Can Apply This Law Immediately," which provide welcome structure and practicality.

In fact, Tracy's 100 laws are so cheerily practical, such an astoundingly uncomplicated affirmation of good old American bootstrap self-determinism, they recall the days when Alger's fictional bootblacks and newsboys finally made it big through pluck, elbow grease, and wide-grinning high hopes alone. (And, consciously or not, Tracy does seem to reside in a boys' world: among the countless men of means he cites here--from Emerson, Twain, and Lincoln to Henry Ford, Sam Walton, and, uh, Jesus Christ--this reviewer counted a whopping two women.) At times, Tracy's laws read like a Rotarian's shameless plug for capitalism ("The free market is the most efficient way for millions of people to have their needs met at the lowest possible cost"), an expression of Nietzschean contempt ("People are poor because they have not yet decided to become rich"), or, in a few instances, the kind of declaration that sets survivors of totalitarian regimes all a-tremble ("Power gravitates to the person who can use it most effectively to get the desired results"--yikes!).

That said, Tracy's pronouncements are more than usually correct; an unfailing boost to the indecisive, underconfident, or fatalistic soul ("You are completely responsible for everything you are and for everything you become and achieve"); and even occasionally astute, especially in matters of sales ("Top money-earners in sales are viewed as consultants, helpers, counselors, and advisors to their customers, not as salespeople"), where he had his own humble beginnings. You won't find anything especially new in Tracy's *100 Absolutely Unbreakable Laws*, so think of it as all the best advice for improvement of your self, career, and business you'll ever read or hear, packed into one turbocharged go-getter's almanac. At the book's start, Tracy promises us that just by writing down 10 of our goals in the first-person present tense ("I actually AM too rich and too thin!"), eight will have come true in a year's time. I ask you: Did even your own mother ever have that much faith in you? *--Timothy Murphy*

Review
"Brian Tracy's book of Laws has something for everyone who wants to be a success in any walk of life. " *-- H. Norman Schwarzkopf, General, U.S. Army, Retired*

"Eloquently - yet practically - written, [this book] should be required reading for every entrepreneur, manager, and leader!" *-- Scott McKain, Vice Chairman, Durham Capital Corporation*

"If you're in a hurry, you must read this bottom-line, get-to-the-point, give-me-the-answer-NOW success guide." *-- Patricia Fripp, author of Get What You Want*

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"The best book you'll ever read on success. Absolutely packed with useful information...Apply it for extraordinary achievement!" -- *Nido R. Qubein, Chairman, Creative Services, Inc.*

"These 100 laws contain the timeless wisdom of business learned throughout the ages..." -- *Peter Lowe, President, Peter Lowe International*

Tracy's book of Laws has something for everyone who wants to be a success in any walk of life... -- *H. Norman Schwarzkopf, General, U.S. Army, Retired*

About the Author
Brian Tracy is chairman of Brian Tracy International and the author/narrator of some of the world's bestselling audio cassette programs, including The Psychology of Achievement and The Psychology of Success. He speaks to such groups as IBM, McDonnell Douglas and The Million Dollar Round Table.

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