



Trump Never Give Up: How I Turned My Biggest Challenges into Success

By Donald J. Trump

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In *Never Give Up*, Donald Trump tells the dramatic stories of his biggest challenges, lowest moments, and worst mistakes—and how he uses tenacity and creativity to turn defeat into victory. Each chapter includes an inspiring story from Trump's career and concludes with expert commentary and coaching from adversity researcher and author Paul Stoltz. Inspirational and intelligent, *Never Give Up* will help you deal with your own personal challenges, failures, and weaknesses.



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Editorial Review

Review

"The brisk, passionate and no nonsense style makes them [Trump's books] inspiring and motivating to read."
(*businessopportunitiesandideas.co.uk*, Tuesday 26th February 2008)

From the Inside Flap

During his long business career, Donald Trump has known astonishing highs and lows. In Never Give Up, the world's most famous businessman talks candidly about his own biggest challenges, lowest moments, and toughest fights—and how he turned those setbacks into new successes.

Trump knows more than a little about turning defeat into victory. Early in his real estate career he learned that every building project faces major unexpected delays, obstacles, and problems. He began to prepare for adversity and even welcome it. That kind of attitude can give you power to conquer obstacles and succeed in the face of long odds.

Packed with exciting tales of Trump-scale deals good and bad, Never Give Up also includes hardcore business advice on:

- Fighting back from defeats and setbacks
- Turning big problems into even bigger opportunities
- Turning enemies and rivals into friends and allies

Using temporary failures to motivate yourself—and make you tougher

Having confidence in yourself—especially in the face of risk and fear—is the key to overcoming adversity and achieving your dreams. Never Give Up gives you that confidence with major-league stories and insights from a master businessman. It's the perfect motivational tool for tenacious, creative businesspeople who know that adversity and success go hand-in-hand.

From the Back Cover

Inspiring words from Never Give Up!

"I believe the so-called 'impossible' is actually very often possible, if you're willing to work very hard, and if you realize that problems can become opportunities."

"When I hear the word 'no' it becomes a challenge to me."

"It's been said that what makes me accessible to people—aside from *The Apprentice* showing how I operate in the business world—is that I've faced tremendous adversity. It's something everyone can relate to. The difference may be in the amount of zeros after the numbers, but the point is, people can relate to difficulties. For example, I had such an amazing reversal of fortune in the early 1990s that I am listed in the *Guinness Book of World Records* for the biggest financial turnaround in history. I don't recommend anyone aim for the same goal, but when you've been on the financial high wire, it gives you a certain perspective that might be helpful to other people. As one writer described the journey of life, No one gets out of this alive. That's a

bit existential but when you're down a few billion dollars in the red, it can make you think in new dimensions . . ."

Users Review

From reader reviews:

Patricia Ables:

Reading a book tends to be new life style on this era globalization. With reading through you can get a lot of information that can give you benefit in your life. Using book everyone in this world can share their idea. Ebooks can also inspire a lot of people. Lots of author can inspire their very own reader with their story or maybe their experience. Not only situation that share in the guides. But also they write about advantage about something that you need instance. How to get the good score toefl, or how to teach your children, there are many kinds of book that you can get now. The authors in this world always try to improve their proficiency in writing, they also doing some investigation before they write to their book. One of them is this Trump Never Give Up: How I Turned My Biggest Challenges into Success.

Karen Rodriguez:

Reading can called imagination hangout, why? Because when you find yourself reading a book particularly book entitled Trump Never Give Up: How I Turned My Biggest Challenges into Success your thoughts will drift away trough every dimension, wandering in each aspect that maybe unknown for but surely can become your mind friends. Imaging every single word written in a publication then become one form conclusion and explanation that maybe you never get just before. The Trump Never Give Up: How I Turned My Biggest Challenges into Success giving you another experience more than blown away your brain but also giving you useful info for your better life in this era. So now let us show you the relaxing pattern the following is your body and mind will probably be pleased when you are finished looking at it, like winning an activity. Do you want to try this extraordinary wasting spare time activity?

Betty Brown:

Trump Never Give Up: How I Turned My Biggest Challenges into Success can be one of your beginning books that are good idea. We all recommend that straight away because this book has good vocabulary that will increase your knowledge in vocab, easy to understand, bit entertaining but still delivering the information. The article writer giving his/her effort to get every word into delight arrangement in writing Trump Never Give Up: How I Turned My Biggest Challenges into Success however doesn't forget the main position, giving the reader the hottest as well as based confirm resource data that maybe you can be one of it. This great information could drawn you into fresh stage of crucial considering.

Rachel Haley:

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