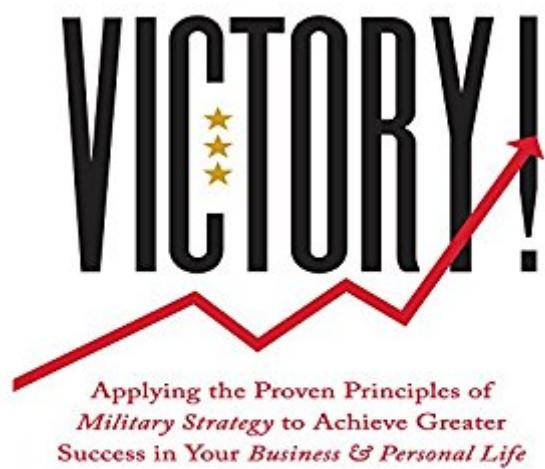


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# **Victory: Applying The Proven Principles Of Military Strategy To Achieve Greater Success In Your Business And Personal Life**



**BRIAN TRACY**  
Bestselling author of *Eat That Frog!*



## Synopsis

By bestselling author Brian Tracy, a revised and updated edition of this indispensable field guide to using military strategies to win in business and life. The modern world can be a battleground, but key strategies that have helped history's great leaders triumph in military campaigns can also be used to achieve business and personal success. Brian Tracy is a leading authority on success and achievement, authoring bestsellers including *Eat That Frog!*, and raising millions toward advancement with his guidance. In this fully revised and updated edition of a classic, Tracy presents 12 core principles of successful military commanders and how to apply them in almost any situation and emerge victorious, including proven methods to:

- Concentrate your strengths in the most effective way to reach your goals
- Gather game-changing intelligence to determine the best approach
- Decide when to go on the offensive vs. cover your bases
- Exploit the element of surprise for maximum benefit

Packed with Tracy's transformative advice, *Victory!* arms listeners with powerful skills and a practical road map to unlock their potential for greatness in business and in life.

## Book Information

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## Customer Reviews

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!

We mankind learn from story. If you are a military story fan, this book might worth a causal read. However, I doubt the stories really add value to Tracy's long time (and repetitive) core content. For it is just another compilation. And there's argument on the word "Proven". Ch.3 talks about the principle of the mass, "proved" by the battles such as Isandhlwana, Austerlitz, .... However in Ch. 9, the battle of Chancellorsville counter-prove that principle! So just take the word as a marketing buzz.

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 ancedotes 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 essentialCh 2 P of the Offensive: Dare to go forwardCh 3 P of the Mass: Concentrate your powersCh 4 P of Maneuver: Remain flexible at all timesCh 5 P of Intelligence: Get the factsCh 6 P of Concerted Action: Coordinate your activitiesCh 7 P of Unity of Command: One person in chargeCh 8 P of Simplicity: Take the direct approachCh 9 P of Security: Cover all your basesCh 10 P of Economy: Conserve your resourcesCh 11 P of Surprise: Do the unexpectedCh 12 P of Exploitation: Follow up and follow through

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 chose just one self-help book as a reference guide, "Victory"

by Brian Tracy would be my choice, hands down.

In the personal improvement genre, I recently finished *Victory!* by Brian Tracy. Not a bad read, and it has some pretty good ideas to improve your effectiveness in life. The book consists of a number of "principles" that are pulled from military commanders and strategy. There are titles such as "The Principle of the Objective - Clarity Is Essential" and "The Principle of the Mass - Concentrate Your Power". The first part of each chapter starts with an illustration from a famous war or battle, and shows how a leader's decision based on that principle made a difference. An explanation of the principle is followed by how it relates to company effectiveness, and finally the principle is applied to your personal life. Since the book relies on military strategy, there are numerous examples and philosophies scattered throughout that tie back to generals and wars. I've always liked Brian Tracy's writings. He is able to distill down ideas and concepts into practical steps you can take to become more effective. If you've read any number of personal improvement books, you'll see many ideas here that you've seen in other places. You may not have viewed them in light of military strategy, so that could lead to some additional insights. If this is your first exposure to self-improvement literature, you'll come away with a number of ideas that, once implemented, will cause you to become more successful in your personal life. And the book isn't written such that you have to do everything here or it doesn't work. Even the successful implementation of a single idea, like simplification of your personal life, can yield tremendous benefits. If you're looking to break out of a rut or try some new ideas to become more successful, this book will definitely help you get there...

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