



Be Obsessed or Be Average

By Grant Cardone

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Be Obsessed or Be Average By Grant Cardone

From the millionaire entrepreneur and *New York Times* bestselling author of *The 10X Rule* comes a bold and contrarian wake-up call for anyone truly ready for success. One of the 7 best motivational books of 2016, according to *Inc. Magazine*.

Before Grant Cardone built five successful companies (and counting), became a multimillionaire, and wrote bestselling books... he was broke, jobless, and drug-addicted.

Grant had grown up with big dreams, but friends and family told him to be more reasonable and less demanding. If he played by the rules, they said, he could enjoy everyone else's version of middle class success. But when he tried it their way, he hit rock bottom.

Then he tried the opposite approach. He said NO to the haters and naysayers and said YES to his burning, outrageous, animal obsession. He reclaimed his obsession with wanting to be a business rock star, a super salesman, a huge philanthropist. He wanted to live in a mansion and even own an airplane.

Obsession made all of his wildest dreams come true. And it can help you achieve massive success too. As Grant says, we're in the middle of an epidemic of average. The conventional wisdom is to seek balance and take it easy. But that has really just given us an excuse to be unexceptional.

If you want real success, you have to know how to harness your obsession to rocket to the top. This book will give you the inspiration and tools to break out of your cocoon of mediocrity and achieve your craziest dreams. Grant will teach you how to:

- Set crazy goals—and reach them, every single day.
- Feed the beast: when you value money and spend it on the right things, you get more of it.
- Shut down the doubters—and use your haters as fuel.

Whether you're a sales person, small business owner, or 9-to-5 working stiff, your path to happiness runs through your obsessions. It's a simple choice: be

obsessed or be average.

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Editorial Review

Review

"It's got so much positive energy that it's impossible to read it without getting energized!"

—**Inc. Magazine**

"This fast-moving, entertaining, inspiring book is loaded with practical ideas to help you achieve greater success faster than you ever thought possible."—**BRIAN TRACY, author of *Get Smart!***

"Real talk: anybody can be average...but why settle for average when you can be phenomenal! Grant Cardone's *Be Obsessed or Be Average* is your guide to unleashing your 'phenomenal!'"—**ERIC THOMAS, preacher and motivational speaker**

"Grant Cardone has succeeded at the highest levels of business by channeling his obsession to knock down walls and achieve his ultimate goals. Succeeding at the highest level requires a degree of obsession, a sense of desperation; Grant has embodied that through his remarkable career, and in this book he shares his personal experiences and life lessons to help you achieve great success, too."—**FRAN TARKENTON, Pro Football Hall of Fame quarterback and entrepreneur**

"Cardone discovered the key to transforming his life by harnessing the one essential ingredient that all successful people have in common—obsession. Whatever your big dream is, this book will help you unlock the power you already possess and take your life to the next level."—**RYAN BLAIR, author of *Nothing to Lose, Everything to Gain and Rock Bottom to Rock Star***

"Grant Cardone has actually done what millions of people dream about. He became a self-made multimillionaire with no formal training, and he did it during one of the worst economic times in recent history. As you read this book, you'll discover his secret is actually very simple...and very fulfilling. For those who use this information, it will be a life changer."—**FRANK KERN, marketing strategist**

"Grant Cardone is obsessed. He is obsessed with living and manifesting an utmost life. His obsession is now changing the lives of millions."—**TIM STOREY, motivational speaker**

"Be Obsessed or Be Average will challenge your thinking, make you more sales, and fill your wallet. You may not be able to buy a jet at the end of this book, but you'll definitely be flying first class!"—**JEFFREY GITOMER, author of *The Little Red Book of Selling***

About the Author

Grant Cardone is a massively successful entrepreneur, real estate investor, sales trainer, consultant, and public speaker. He also owns the Grant Cardone TV Network, a digital home for business owners and other success-minded people, where he hosts, directs, and produces programs that help people do whatever it takes to succeed. His bestselling books include *The 10X Rule* and *If You're Not First, You're Last*. He lives in Miami Beach with his wife, Elena Lyons Cardone, and two children. An active philanthropist, Grant will be donating a portion of the proceeds from this book to Drug Free America and Drug Free World.

Users Review

From reader reviews:

Lyman Johnson:

People live in this new day of lifestyle always aim to and must have the spare time or they will get large amount of stress from both day to day life and work. So , once we ask do people have extra time, we will say absolutely of course. People is human not really a robot. Then we inquire again, what kind of activity do you possess when the spare time coming to you of course your answer may unlimited right. Then ever try this one, reading ebooks. It can be your alternative throughout spending your spare time, often the book you have read is usually Be Obsessed or Be Average.

Joseph Mack:

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Richard McCormick:

You will get this Be Obsessed or Be Average by go to the bookstore or Mall. Simply viewing or reviewing it may to be your solve difficulty if you get difficulties for ones knowledge. Kinds of this guide are various. Not only by simply written or printed but in addition can you enjoy this book by means of e-book. In the modern era similar to now, you just looking of your mobile phone and searching what their problem. Right now, choose your personal ways to get more information about your guide. It is most important to arrange yourself to make your knowledge are still up-date. Let's try to choose correct ways for you.

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