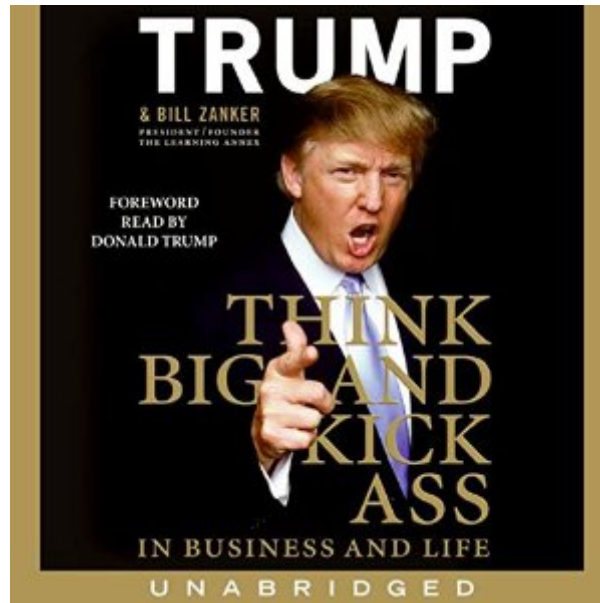


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# Think BIG And Kick Ass In Business And Life



## Synopsis

Donald J. Trump is an icon: the very definition of the American success story. The star of *The Apprentice* and developer of some of the planet's most prestigious real estate, he's been on the bottom and risen to become one of the world's wealthiest men. Bill Zanker started *The Learning Annex* with \$5,000 and grew it into a \$5 million a year company. That was before he met Donald Trump. Thirty months later, after Zanker learned to think BIG himself, *The Learning Annex* is generating over \$100 million a year in sales and still growing. Together, they're living examples 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. 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. Bill Zanker used Donald's strategies to grow the revenues of *The Learning Annex* twenty times in under three years. Both of them have been down and out, and know what it's like to feel the whole world's against you and both have risen to dizzying heights of success by thinking BIG and kicking ass! It is an attitude that can be easily learned.

## Book Information

Audible Audio Edition

Listening Length: 8 hours and 17 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: HarperAudio

Audible.com Release Date: October 23, 2007

Whispersync for Voice: Ready

Language: English

ASIN: B000XSAXWY

Best Sellers Rank: #108 in Books > Audible Audiobooks > Business & Investing > Careers #231

in Books > Audible Audiobooks > Business & Investing > Personal Finance & Investing #752

in Books > Business & Money > Job Hunting & Careers > Guides

## Customer Reviews

Donald Trump has one of the most recognizable names in business. He has a successful track record in the real estate and development business segments and in this book, Trump seems anxious to offer his advice and some general ideas that he feels will lead to great success. Many of the ideas presented in this book are obvious and many other people have stated the same things. Staying positive, maintaining focus, keeping a step ahead of the competition, aiming for the top, etc., are all pretty common pieces of advice that most business people and self-help/motivational authors would agree are important ingredients to success. Trump has his own unique way of saying things, but the basics of most of this advice are pretty clear, and pretty ordinary. When the book gets interesting is when Trump offers some more unique words of wisdom. This takes place in the chapters that cover fear and distrust, seeking revenge, and demanding a prenuptial agreement. The chapter on trust isn't too far out of the ordinary, but it is still a little different and some of what it says took me by surprise. Trump feels that you can never completely trust anyone, and that includes people you have known for a long time. His bottom line when it comes to employees is "Get the Best People, and Don't Trust Them". Trump has witnessed too many backstabbers and too many shenanigans to put his trust in people again. The chapter about seeking revenge is probably the most controversial of all. Here, the book recommends something that many would find reprehensible: Getting even with those who have insulted you or damaged you in any way. When someone does you wrong or in any way proves themselves disloyal, you should fight back directly and with such great force that the person will never mess with you again.

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