

if you're not first you're last book

if you're not first you're last book is a compelling phrase that has resonated deeply within the worlds of sports, business, and personal development. This book, penned by renowned motivational speaker and entrepreneur Grant Cardone, challenges conventional thinking about success and competition. It advocates for a relentless pursuit of excellence, emphasizing that in a competitive landscape, settling for second place or mediocrity is simply not enough if one aims to truly dominate their field. In this article, we will delve into the core concepts of the book, explore its key lessons, and examine how its principles can be applied to various aspects of life and work.

Overview of the Book

Background and Author

Grant Cardone is a well-known sales trainer, real estate investor, and motivational speaker. His book, *If You're Not First, You're Last*, was published in 2010 and quickly gained popularity among entrepreneurs, salespeople, and ambitious individuals. The central thesis of the book is that in a competitive economy, complacency and mediocrity lead to being left behind. Instead, Cardone advocates for aggressive strategies to outperform competitors and secure a dominant position.

Core Message

At its core, the book promotes the idea that success is a zero-sum game—if you are not leading the pack, you are essentially trailing behind. The phrase "if you're not first, you're last" encapsulates the mindset of relentless pursuit of the top spot, discouraging complacency and promoting proactive, aggressive tactics to achieve your goals.

Key Principles of the Book

1. Embrace an Abundance Mindset

One of the foundational ideas in the book is shifting from a scarcity mindset to an abundance mindset. Cardone argues that believing there are limited opportunities leads to hesitation and fear of competition, whereas seeing opportunities as plentiful encourages aggressive pursuit.

- Focus on creating value rather than fearing competition.
- Recognize that success attracts more success; a rising tide lifts all boats.
- Be proactive in seeking opportunities rather than waiting for them to come to you.

2. The Importance of Massive Action

The book emphasizes that passive strategies are insufficient for those aiming to be number one. Massive action involves taking bold, consistent steps toward your goals, often beyond what is comfortable or conventional.

1. Set ambitious goals that push your limits.
2. Implement daily routines that move you closer to your objectives.
3. Be willing to fail and learn from setbacks without losing momentum.

3. Never Be Satisfied

Cardone advocates for a mindset of continuous improvement. Once you achieve a milestone, the goal should be to set new, higher targets.

- Always seek ways to outperform your previous best.
- Invest in self-development and education.
- Surround yourself with high achievers to stay motivated and inspired.

4. Focus on Sales and Marketing

In the book, sales and marketing are portrayed as the lifeblood of any successful venture. Mastering these skills is essential to outperform competitors and secure the top position.

1. Understand your target audience thoroughly.
2. Develop compelling messaging that differentiates you from others.

3. Utilize multiple channels to reach potential clients or customers.

Applying the Principles in Real Life

In Business

For entrepreneurs and business owners, the principles of *If You're Not First, You're Last* can be transformative. Here are some practical ways to apply these lessons:

- **Competitive Analysis:** Regularly analyze competitors to identify gaps and opportunities for differentiation.
- **Innovative Marketing:** Invest heavily in marketing strategies that capture attention and generate leads.
- **Scaling Quickly:** Focus on rapid growth, reinvesting profits to outpace competitors.
- **Customer Focus:** Provide exceptional value to build loyalty and create advocates for your brand.

In Personal Development

The mindset promoted in the book isn't limited to business; it can profoundly impact personal growth:

- **Set Bold Goals:** Aim high and challenge yourself regularly.
- **Take Consistent Action:** Develop routines that push you closer to your aspirations every day.
- **Overcome Fear of Failure:** View setbacks as learning opportunities rather than reasons to stop.
- **Invest in Learning:** Continuously acquire new skills and knowledge to increase your value.

In Sales and Marketing

Since Grant Cardone is a sales expert, his strategies are especially relevant for sales professionals:

- Develop a relentless follow-up system.
- Use social media and digital marketing to expand your reach.
- Focus on closing deals confidently and consistently.
- Build relationships that foster trust and repeat business.

Criticisms and Controversies

While the book's aggressive approach has gained many followers, it has also attracted criticism:

Potential for Overconfidence

Some critics argue that the emphasis on relentless pursuit may lead to burnout or unethical behavior if taken to extremes.

Not Suitable for Everyone

The aggressive tactics advocated in the book may not resonate with individuals who prefer a more balanced or collaborative approach.

Balancing Ambition with Ethics

It's essential to pursue success ethically and sustainably, ensuring that your drive does not harm others or compromise your integrity.

Conclusion: Is This Book Right for You?

if you're not first you're last book offers a bold, no-holds-barred perspective on achieving greatness. It encourages readers to adopt a proactive, aggressive stance toward their goals, emphasizing that complacency is the enemy of success. Whether you're an entrepreneur, salesperson, or someone seeking personal growth, the principles outlined in the book can serve as a catalyst for transformation. However, it's crucial to balance these strategies with ethical considerations and personal values to ensure sustainable success.

If you're ready to shake up your mindset and push beyond your limits, this book provides a roadmap to outrun your competition and claim your rightful place at the top. Remember, in the game of success, the only way to win is to be first—and this book might just be the push you need to get there.

Summary of Key Takeaways:

- Cultivate an abundance mindset
- Take massive, consistent action
- Never settle; always strive for more
- Master sales and marketing skills
- Analyze competitors and innovate continuously
- Balance ambition with integrity

By integrating these lessons into your daily routine, you can turn the philosophy of "if you're not first, you're last" into a practical blueprint for achieving your highest potential.

Frequently Asked Questions

What is the main message of 'If You're Not First, You're Last' by Grant Cardone?

The book emphasizes the importance of dominating your market and focusing on becoming the top performer, rather than settling for being second or third, to achieve maximum success.

How does 'If You're Not First, You're Last' suggest entrepreneurs should handle competition?

It encourages entrepreneurs to focus on aggressive marketing, relentless sales efforts, and creating a unique value proposition to outshine competitors and become the market leader.

What strategies does Grant Cardone recommend in 'If You're Not First, You're Last' for increasing sales?

The book advocates for high-volume prospecting, persistent follow-up, and leveraging multiple channels to maximize sales opportunities and stay ahead of the competition.

Is 'If You're Not First, You're Last' suitable for small business owners?

Yes, the principles of aggressive growth and market domination can be applied by small business owners looking to expand their reach and increase their market share.

How does 'If You're Not First, You're Last' differ from traditional sales books?

It emphasizes a competitive, aggressive approach focused on becoming the dominant player in your market, rather than just closing individual sales or maintaining average performance.

Can 'If You're Not First, You're Last' be applied to online marketing?

Absolutely; the book's strategies for visibility, persistent outreach, and market positioning are highly relevant to online marketing efforts and digital sales funnels.

What mindset shifts does 'If You're Not First, You're Last' promote for success?

It encourages adopting a relentless, ambitious mindset, focusing on massive action, and refusing to accept mediocrity in pursuit of market leadership.

Are there any criticisms of the ideas in 'If You're Not First, You're Last'?

Some critics argue that the aggressive approach may not be suitable for all industries or personalities and can sometimes lead to burnout or ethical concerns if not balanced properly.

Additional Resources

"If You're Not First, You're Last" by Grant Cardone is a provocative and assertive book that challenges conventional wisdom about success and competition. It's a fiery call to action for entrepreneurs, salespeople, and anyone striving to dominate their market. With its bold title and unapologetic tone, the book pushes readers to rethink their approach to achievement, emphasizing relentless effort, strategic thinking, and an unwavering mindset.

Introduction to the Core Philosophy

At its heart, "If You're Not First, You're Last" encapsulates the idea that in the world of business and sales, only the top spot truly guarantees sustainable success. Grant Cardone argues that many people settle for mediocrity because they accept the myth that "good enough" is sufficient.

Instead, he advocates for a mindset where being number one is not just an aspiration but an absolute necessity.

Key Takeaway:

- The competitive landscape favors the dominant player.
- Being first or at least striving to be first is essential for long-term success.
- Complacency is the enemy of growth.

Deep Dive into the Book's Major Themes

1. The Myth of "Competition" and The Power of Being 1

Grant Cardone emphasizes that competition exists, but it should not be a source of fear or hesitation. Instead, it should be a motivator. The real goal is to establish dominance in your niche or industry.

What does it mean to be first?

- Market Leadership: Creating a brand or product that leads the category.
- Customer Perception: Customers naturally gravitate toward the leader because of perceived authority and reliability.
- Pricing Power: The leader can command higher prices and maintain margins.

Why is being first crucial?

- It reduces the competition's ability to capture market share.
- It allows for brand recognition and customer loyalty.
- It creates barriers for new entrants.

Strategies to achieve this:

- Innovate relentlessly.
- Invest heavily in marketing and branding.
- Focus on customer experience to build a loyal base.

2. The 10X Rule and Massive Action

One of Cardone's signature concepts is the 10X Rule, which posits that you should set targets ten times higher and take ten times more action than you initially think necessary.

Implications of the 10X Rule:

- Overcoming fear and hesitation.
- Surpassing competitors who are only doing "average" work.

- Cultivating resilience and persistence.

How to implement 10X thinking:

- Set audacious goals that scare you.
- Develop a plan that involves intense effort daily.
- Be willing to work harder and longer than your competitors.

Massive Action Benefits:

- Accelerates results.
- Creates momentum.
- Positions you as a dominant force in your industry.

3. The Importance of Marketing and Visibility

Cardone stresses that even the best products or services won't succeed unless they are visible to the right audience.

Key points include:

- Consistent and aggressive marketing strategies.
- Leveraging social media and digital platforms.
- Building a personal brand that commands authority.

Effective marketing tactics:

- Use storytelling to connect emotionally.
- Invest in advertising that targets your ideal clients.
- Maintain a relentless presence in your industry's space.

4. The Role of Mindset and Belief

Success is heavily influenced by your mental attitude. Cardone advocates for a growth mindset, emphasizing confidence, resilience, and a refusal to accept defeat.

Mental traits for first-place achievers:

- Unwavering belief in your vision.
- Resilience in the face of setbacks.
- Discipline to execute daily tasks consistently.
- Aggressiveness in pursuing opportunities.

Overcoming psychological barriers:

- Eliminate self-doubt through affirmations and visualization.
- Stay focused on your goals, ignoring naysayers.
- Develop a thick skin to rejection and failure.

5. The Power of Persistence and Repetition

Grant underscores that success is a marathon, not a sprint. Persistence and repetition are crucial. Many give up too soon, mistaking temporary setbacks for failure.

Strategies for persistence:

- Maintain a daily routine focused on your goals.
- Continually refine your approach based on feedback.
- Celebrate small wins to stay motivated.

Repetition builds:

- Habits of success.
- Recognition and authority in your field.
- Customer trust and loyalty.

Practical Application: Turning Principles into Action

The book isn't just philosophical; it provides actionable steps for readers to implement its ideas.

Action Checklist:

1. Identify your market niche and analyze your competition.
2. Set aggressive, measurable goals—aim for 10X your current targets.
3. Develop a marketing plan that prioritizes visibility and branding.
4. Commit to daily massive action, tracking your efforts.
5. Invest in self-education—read, learn, and adapt continuously.
6. Build a team that shares your vision and drive.
7. Use rejection as fuel—every "no" gets you closer to a "yes."
8. Stay disciplined and persistent, even when progress seems slow.

Criticisms and Controversies

While "If You're Not First, You're Last" has garnered praise for its straightforwardness and motivational tone, it has also faced criticism.

Common critiques include:

- Aggressiveness: Some readers find Cardone's approach too intense or ruthless.
- Overemphasis on competition: Critics argue that collaboration and ethical

considerations can be overlooked.

- Potential burnout: The relentless pursuit of dominance may lead to stress or imbalance if not managed carefully.

Counterpoints:

- The book encourages a mindset of abundance, not cutthroat behavior.
- It's about pushing your limits, not necessarily harming others.
- The principles are adaptable; not every tactic fits all personalities.

Who Should Read This Book?

Ideal Audience:

- Entrepreneurs seeking to scale rapidly.
- Sales professionals aiming to outperform their peers.
- Business owners wanting to establish market dominance.
- Individuals motivated by aggressive growth and high achievement.

Less suited for:

- Readers uncomfortable with aggressive tactics.
- Those seeking a more balanced or holistic approach to success.
- Anyone not prepared for a mindset shift toward relentless pursuit.

Final Thoughts: Is It Worth Your Time?

"If You're Not First, You're Last" is a high-octane motivational manual that challenges readers to think bigger and act bolder. Its core message is clear: in competitive markets, complacency is death. Success favors the relentless, the aggressive, and those willing to push beyond limits.

Strengths:

- Practical, actionable advice.
- Clear emphasis on mindset and action.
- Inspiring stories and examples.

Weaknesses:

- Can be perceived as overly aggressive or intense.
- May require adaptation to fit personal values and ethics.

Overall Verdict:

If you're ready to adopt a growth-oriented, high-energy approach and are willing to embrace a mindset of relentless pursuit, this book provides a compelling blueprint. It's not a passive read but a call to action that

demands commitment and discipline.

In essence, "If You're Not First, You're Last" serves as a wake-up call for aspiring high achievers. It reminds us that in the game of success, standing still is moving backward. To dominate, you must be willing to outwork, outthink, and outlast your competition. Whether you agree with every tactic or not, the book's core message—that success favors the bold—is one that resonates universally for those committed to reaching the top.

If You Re Not First You Re Last Book

if you re not first you re last book: *Summary of Grant Cardone's If You're Not First, You're Last* Everest Media,, 2022-05-04T22:59:00Z Please note: This is a companion version & not the original book. Sample Book Insights: #1 In the real world, first place is the only position that matters. It allows you to weather all storms, gets you extra attention, and has the competition chasing you. Given the choice between first and any other position, we all know what's preferable.

if you re not first you re last book: Free Life Fantasy Online: Immortal Princess (Light Novel) Vol. 6 Akisuzu Nenohi, Sherry, 2024-03-21 The Immortal Princess has been crowned Queen of the Underworld! As a newly evolved member of royalty, she has a whole array of powers and abilities at her fingertips. But a new wrinkle is added when a fascinating immortal witch appears. She has the body of a twelve-year-old girl and the fashion sense of a Gothic Lolita--plus some top-secret info about resurrection items!

if you re not first you re last book: *Be Obsessed or Be Average* Grant Cardone, 2016-10-11 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.

if you re not first you re last book: *The Gentleman Bastard Series 3-Book Bundle* Scott Lynch, 2015-06-23 Hailed by George R. R. Martin as "a fresh, original, and engrossing tale by a bright new voice in the fantasy genre," *The Lies of Locke Lamora* introduced one of the most compelling

protagonists in years and established Scott Lynch as a household name. Years later, the Gentleman Bastard series continues to shine with Lynch's signature blend of swashbuckling adventure, sparkling wit, and seemingly impossible heists. It's all here in this rollicking eBook bundle, which collects the first three volumes of Lynch's one-of-a-kind series: *THE LIES OF LOCKE LAMORA* *RED SEAS UNDER RED SKIES* *THE REPUBLIC OF THIEVES* An orphan's life is harsh—and often short—in the mysterious island city of Camorr. But young Locke Lamora dodges death and slavery, becoming a thief under the tutelage of a gifted con artist. As leader of the band of light-fingered brothers known as the Gentleman Bastards, Locke is soon infamous, fooling even the underworld's most feared ruler. But in the shadows lurks someone still more ambitious and deadly. Faced with a bloody coup that threatens to destroy everyone and everything that holds meaning in his mercenary life, Locke vows to beat the enemy at his own brutal game—or die trying. Praise for the Gentleman Bastard series

The Lies of Locke Lamora "Remarkable . . . Scott Lynch's first novel, *The Lies of Locke Lamora*, exports the suspense and wit of a cleverly constructed crime caper into an exotic realm of fantasy, and the result is engagingly entertaining."—*The Times* (London)

"Right now, in the full flush of a second reading, I think *The Lies of Locke Lamora* is probably in my top ten favorite books ever. Maybe my top five. If you haven't read it, you should. If you have read it, you should probably read it again."—Patrick Rothfuss, New York Times bestselling author of *The Name of the Wind*

"A unique fantasy milieu peopled by absorbing, colorful characters . . . Locke's wit and audacity endear him to victims and bystanders alike."—*The Seattle Times*

Red Seas Under Red Skies "Lynch hasn't merely imagined a far-off world, he's created it, put it all down on paper—the smells, the sounds, the people, the feel of the place. The novel is a virtuoso performance, and sf/fantasy fans will gobble it up."—Booklist (starred review)

"It'll only be a matter of time before Scott Lynch is mentioned in the same breath as George R. R. Martin and Steven Erikson."—Fantasy Book Critic

"The kind of witty romp that reminds you exactly how much fun heroic fantasy is supposed to be."—SFX

The Republic of Thieves "Fast-paced, fun, and impossible to put down . . . Locke and company remain among the most engaging protagonists in fantasy."—Publishers Weekly (starred review)

"The Republic of Thieves has all the colorful action, witty repartee, and devious scheming that fans of the series have come to expect."—Wired

"A fantasy world unique among its peers . . . If you're looking for a great new fantasy series this is one you won't want to miss. . . . In a word: AWESOME!"—SF Revu

if you re not first you re last book: Summary, Analysis & Review of Grant Cardone's Be Obsessed or Be Average by Instaread Instaread, 2016-12-01 Summary, Analysis & Review of Grant Cardone's *Be Obsessed or Be Average* by Instaread Preview: *Be Obsessed or Be Average* by Grant Cardone explains how to harness an obsessive or addictive personality for success in the business world. Cardone experienced loss in his family, first economically and then when his father died, and eventually became a struggling car salesman with a drug addiction problem. When he finished a short rehabilitation program, he decided to manage his tendency toward addiction by expending his energy on self-improvement in business and his personal life. He became one of the top automotive salespeople in the country, started investing in real estate, and now owns properties worth \$400 million. He attributes this to his obsession with success, which he applies to his family life as well as his business. The first step of obsession-powered success is to embrace an obsessive personality. A person's obsession should be focused on his or her purpose. Maintaining an obsession involves "feeding the beast" by... PLEASE NOTE: This is a Summary, Analysis & Review of the book and NOT the original book. Inside this Summary, Analysis & Review of Grant Cardone's *Be Obsessed or Be Average* by Instaread · Overview of the Book · Important People · Key Takeaways · Analysis of Key Takeaways About the Author With Instaread, you can get the key takeaways and analysis of a book in 15 minutes. We read every chapter, identify the key takeaways and analyze them for your convenience. Visit our website at instaread.co.

if you re not first you re last book: SUCCEED AGENDRA RANA, 2023-09-30 Success is an excellent acquired quality of a person to sustain a strong spirit which can willfully overpower the dictums of mind. Even if a person possesses good physical strength, treasures of wealth and other

resources, recognition among prominent personalities, but lack of self confidence, fails to provide the desired success. Every person, belonging to any age, religion or caste has an earnest desire to seek the achievements of the topmost level to command respect in the society. Perfection in any task is difficult but it requires prolonged efforts. Winning isn't about finishing in first place. It isn't about beating the others. It is about overcoming yourself, overcoming your body, your limitations, and your fears. Winning means surpassing yourself and turning your dreams into reality. Success hugs you in private but failure slaps you in public. Better learn and determine to succeed in life.

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if you re not first you re last book: *The Complete Family Guide to Dementia* Thomas F. Harrison, Brent P. Forester, 2022-08-02 What do you do when your loved one so plainly needs assistance, but is confused, angry, or resistant to your help? Where can you find the vital information you need? ... Journalist Thomas Harrison and ... geriatric psychiatrist Brent Forester show that you don't have to be a medical expert to be a good care provider. ... They explain the basics of dementia and offer effective strategies for coping with the medical, emotional, and financial toll. With the right skills, you can navigate changing family roles, communicate better with your parent, keep him or her safe, and manage difficult behaviors. Learn how to 'care smarter, not harder'--and help your loved one maintain the best possible quality of life--Back cover.

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if you re not first you re last book: *Business in a Virtual World* Fiona Czerniawska, G. Potter, 1998-06-19 Information undoubtedly represents one of the key competitive weapons of the next decade, whether it takes the form of tracking the shopping habits of individual customers or changing the price of airline tickets minute by minute to take advantage of changes in demand. The implications for management are huge yet most companies are still at the early stages of trying to understand how they can extract maximum value for their information assets. This book looks at the impact of this information revolution and shows how companies can exploit information for competitive advantage.

if you re not first you re last book: *tHE ceLL* Dominique B. Hummel, 2024-07-30 This is a truly groundbreaking book! The author intentionally gives us warnings from the start and breaks the

boundaries, deliberately creating some kind of unorthodox and genuinely anarchistic yet truly brilliant type of writing. His dimension is made of grim realities and astonishing truths about the world we live in and the history of mankind. He nails with vigor the main points of the axis of everything good and evil resulting in exactly the same thing. The structure of the story is non-linear and chronology becomes just an abstract concept, obsolete and unnecessary, with no need to be followed. The parallelism and the multifaceted dimensions of the main characters lead the reader in a labyrinth of sensorial perception and physical discomfort where we end up feeling the ambience and tune in with the author's mindset and discover different ways of perceiving past present and future all transposed in a twisted timeline of mnemonic events no longer relevant for the sake of our and his understanding of what is it all about? Life beyond belief! Dom Hummel is an anomaly among the family of authors. His early life is well documented in his novel *tHE ceLL*, albeit with a touch of surrealism attached to his persona. Needless to say nothing could have been more challenging than imagining what a life was going to bring after such a difficult childhood, but thanks to an everlasting sense of belonging to a few survivors of the last resort, Dom's life took a sharp turn towards some inner search of self-determination. After many years of travel around the world, which could become a sequel to *tHE ceLL*, the author finally found refuge in the country of his choice, Australia has been his home since, and it is where he presently lives waiting for the inevitable... To resume it all, Dom's an ordinary man who perhaps had an extraordinary life, but who's to say any wiser than reading his early biography in *tHE ceLL*.

if you re not first you re last book: *The Book of Etiquette* Lillian Eichler Watson, 1924

if you re not first you re last book: *Consumer Neuroscience* Moran Cerf, Manuel Garcia-Garcia, 2017-11-16 A comprehensive introduction to using the tools and techniques of neuroscience to understand how consumers make decisions about purchasing goods and services. Contrary to the assumptions of economists, consumers are not always rational actors who make decisions in their own best interests. The new field of behavioral economics draws on the insights of psychology to study non-rational decision making. The newer field of consumer neuroscience draws on the findings, tools, and techniques of neuroscience to understand how consumers make judgments and decisions. This book is the first comprehensive treatment of consumer neuroscience, suitable for classroom use or as a reference for business and marketing practitioners. After an overview of the field, the text offers the background on the brain and physiological systems necessary for understanding how they work in the context of decision making and reviews the sensory and perceptual mechanisms that govern our perception and experience. Chapters by experts in the field investigate tools for studying the brain, including fMRI, EEG, eye-tracking, and biometrics, and their possible use in marketing. The book examines the relation of attention, memory, and emotion to consumer behavior; cognitive factors in decision making; and the brain's reward system. It describes how consumers develop implicit associations with a brand, perceptions of pricing, and how consumer neuroscience can encourage healthy behaviors. Finally, the book considers ethical issues raised by the application of neuroscience tools to marketing. Contributors Fabio Babiloni, Davide Baldo, David Brandt, Moran Cerf, Yuping Chen, Patrizia Cherubino, Kimberly Rose Clark, Maria Cordero-Merecuana, William A. Cunningham, Manuel Garcia-Garcia, Ming Hsu, Ana Iorga, Philip Kotler, Carl Marci, Hans Melo, Kai-Markus Müller, Brendan Murray, Ingrid L. C. Nieuwenhuis, Graham Page, Hirak Parikh, Dante M. Pirouz, Martin Reimann, Neal J. Roese, Irit Shapira-Lichter, Daniela Somarriba, Julia Trabulsi, Arianna Trettel, Giovanni Vecchiato, Thalia Vratsidis, Sarah Walker

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if you re not first you re last book: *Surgery* Michael Lavelle-Jones, John A. Dent, 2007 This title is directed primarily towards health care professionals outside of the United States. It is a one-volume core revision text covering surgery and surgical specialties, designed to stimulate the

student into assessing his/her own knowledge during self-directed learning and exam preparation. The emphasis on self-assessment is designed to make learning easier and more enjoyable. A concise synoptic text. A range of self-assessment material. Covers core knowledge so the student knows the whole book is essential. Includes learning objectives. Contains simple and memorable diagrams. Ideal for learning as well as examination review, specifically trying to stimulate the student into assessing his/her own knowledge. Further refinement to the contents reflects what is regarded as core knowledge. Major revision of the self-assessment material to match changes in the style of examinations, including more EMQ and single-best answer questions, and OSCEs.

if you re not first you re last book: *The 1000 Most Important Questions You Will Ever Ask Yourself* Alyss Thomas, 2011 A world-wide success story, this is the first popular B-format edition of this self-help classic. This book is for people wanting a happy fulfilled life. Fun to use and very easy to read, this book gives you the necessary principles of self-help. Experienced psychotherapist Alyss Thomas has closely observed what goes wrong in people's lives and, applying the principles of psychology in a positive way, she provides you with the tools to achieve the outcomes you really desire. Each section of the book is laid out in a clear quiz format, to give you your own complete workout in such key areas of life as your personal values, anxiety, stress, time, confidence, self-esteem, relaxation, dealing with the past, depression, loss, grief, joy, creativity and happiness. You will find that you will refer back to this book many times and enjoy reading and dipping into it.

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