



The Way to Wealth

By Brian Tracy

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The Way to Wealth By Brian Tracy

The Journey Begins

More people will become millionaires through entrepreneurship in the next few years than in the past 200 years combined. And you can be one of them.

Get access to business guru Brian Tracy's proven formula to start, build, manage and grow your business-successfully. By taking these specific actions that lead to business success, you can achieve your dreams of perpetual wealth.

Learn how to:

- Select the right product or service
- Get a leg up on the competition
- Close more sales than ever before
- Determine accurate costs and set appropriate prices
- Eliminate unnecessary costs and expenses
- Start and build your business using Brian's "21 Keys"
- Test your market quickly and inexpensively
- Advertise and attract more prospects
- Get the money to grow your business
- Increase profits on every sale
- Develop and implement a powerful sales program
- And much, much more

Armed with these ideas, concepts and business tools, you can move into the fast lane on your own Way to Wealth!

What is the true way to wealth? A steady salary can only do so much. Winning the lottery is a pipe dream. There's only one real way to unimaginable wealth, the kind of wealth where you make money hand over fist faster than you can spend it. And that way is entrepreneurship.

With an entrepreneurial attitude-and the millionaire success secrets revealed in this book-you can break through the ceiling and earn wealth beyond your wildest dreams.

Legendary business coach Brian Tracy reveals the surest path to entrepreneurial success ever discovered. This fast-moving, entertaining series of lessons can be learned and applied immediately to start a business, increase sales, reduce costs and boost profits.

Get on the Way to Wealth-and achieve your financial dreams.

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Editorial Review

From Publishers Weekly

Bursting with big ideas, this latest resource from author and veteran businessman Tracy will guide persistent self-starters towards success, providing comprehensive attention to all aspects of business and broad applicability. Each chapter starts with an inspiring quote and ends with exercises, and Tracy's points are illustrated with clear-cut examples, research and true stories. Though the first few chapters are filled with new age pseudo-psychology which could either inspire or tire readers ("Your thoughts radiate out from you like energy waves and attract back into your life people and circumstances in harmony with those dominant thoughts"), the text soon hones in on specific business strategies and mindsets for success, using a fast-paced, straightforward writing style that highlights the practical: "When you discipline yourself to always concentrate on the most valuable use of your time, every minute of every day, you will accomplish more in a few months and years than the average person accomplishes in a lifetime." Tracy quotes liberally from bestsellers in the self-help business genre, making this volume a nice overview of essential reading for entrepreneurs.

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