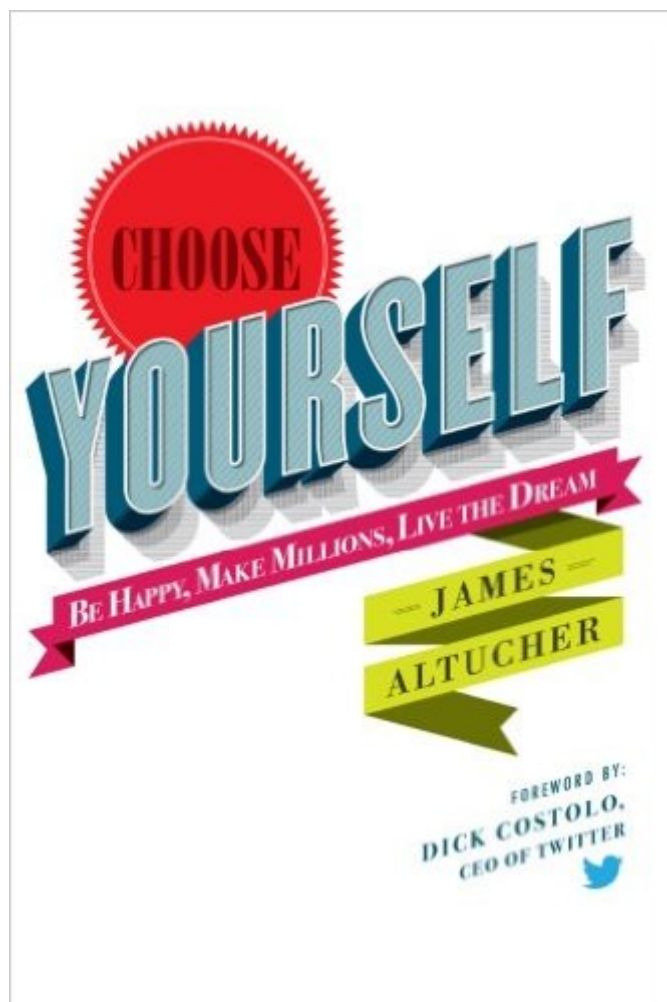


The book was found

# Choose Yourself!



## Synopsis

The world is changing. Markets have crashed. Jobs have disappeared. Industries have been disrupted and are being remade before our eyes. Everything we aspired to for a security, everything we thought was safe, no longer is: College. Employment. Retirement. Government. It's all crumbling down. In every part of society, the middlemen are being pushed out of the picture. No longer is someone coming to hire you, to invest in your company, to sign you, to pick you. It's on you to make the most important decision in your life: Choose Yourself.

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## Customer Reviews

I was fortunate enough to read this wonderful new book by the author James Altucher (I first read his work by following him on twitter @jaltucher and reading posts on his website jamesaltucher.com). It is one of the most enjoyable and informative books I've ever read, and I highly recommend folks take some time to check it out. It's not that long but, wow, is it packed with powerfully-good information. I could write about it for a while but, rather than doing so, it is probably more efficient to just mention a few of my favorite tidbits from the book in hopes that you'll give it a read. My personal favorite aspect of the book is its unique ability to be both practical and idealistic. Some quick examples: First, his impressive intertwining of the importance of mental, spiritual, physical, and emotional harmony. Here are one of his recommendations from each of these four pieces: Mental: "Read two hours a day." Spiritual: "Do this every day: wake up and think of five people you are grateful for in your life right now." Physical: "Am I sleeping enough?" Emotional: "Am I expressing gratitude to the people who are good to me?" Lastly, a few short snippets: I really

enjoyed his insight into an alternative way of creating value (which I personally feel is an important key to cultivating capitalism optimally): "The only way to create value for yourself is to create value for others. Exercise: think of two people in your network who don't know each other but you think can add value to each other's lives. Introduce them. Do this every day. Get better and better at it.

"That's when it clicked...if I was going to thrive, survive, I had to choose myself...We can no longer afford to rely on others and repeat the same mistakes from our past...every second, you have to choose yourself to succeed." James Altucher's latest work, "Choose Yourself" is the new textbook for the American Dream. James starts with a healthy dose of American history, discussing how what we thought was the American Dream is, in fact, the American nightmare--a dissolving middle-class with replaceable workers; a consumer-based society giving us just enough to be happy and not rebel. "Your bosses hate you," James says to those of us working hard to achieve this "dream." James states that as workers create more and more wealth, jobs go overseas, job security decreases, and we're all lucky to have jobs. He has the graphs to prove it. We're all suffering from "postsocietal traumatic stress disorder." Society's changing. The global economy has shifted. We need to be able to make that shift to succeed. What does this mean? It means, James says, that the "Choose Yourself" era is here. In our parents' time, people worked for The Man and retired with a pension. Today, we will be controlled by layoffs, shifts, restructuring, and be at the whim of the economy and corporations--unless we choose ourselves. "We are taught from an early age we are not good enough." This book argues otherwise. We are good enough--we have to use our creativity and entrepreneurship muscles. This stuff works. I know. We are all artists and entrepreneurs. Time to "unlearn the imprisonment," as James says. "Every time you say 'yes' to something you don't want, your fire goes away.

\*To demonstrate how poorly written and mind-numbing this book is to read, I will write this review in the exact style of the author!\* kept recommending this book to me in the Kindle app. It had a cool cover and was only a dollar. It also said "National Best Seller" on the cover. Sold. I decided to plunk a crispy digital dollar down on the digital counter that is the Kindle Store. The book starts with a foreword from the CEO of Twitter. Mark Twitterberg. It is only there to add some vague sense of credibility. It is very short. It has next to nothing to do with what's in the book. I read it. Then I re-read it, again. I'm pretty sure he was trying to fit it all into 140 characters. He failed. He instead opted for 140 words. Now we get into the actual book. Other people have given this book a poor rating. Smart people. Honest people. One recurring theme in these reviews is that it's not so much a

book, but a collection of blog posts. That would actually be a huge compliment. Blogs often have editors and cohesiveness. This is more of a rambling, one man podcast transcription. Sentence fragments galore. Too many attempts at jokes. Repetitious sentence fragments. He likes to list things, but instead of lists he uses sentence fragments. Paragraphs are short and barely coherent. He rambles about things that hardly sound factual or researched. Poor grammar. "ATM machine". He inserts a break between every single "paragraph". To be fair, if he were writing a review on , paragraph breaks might help. It would help the reader follow point by point. This is not the case. This is meant to be read as a book. I don't believe I will finish this book. I actually want my dollar back.

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