



# **Only the Crazy and Fearless Win BIG!: The Surprising Secrets to Success in Business and in Life**

*Arthur Wylie*

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Following the pack and doing what you are told may get you a job and even a promotion, but it won't lead to real success.

Entrepreneur Arthur Wylie, who made his first million by 26, has conquered the worlds of finance, real estate, and entertainment with more than \$50 million in deals brokered and almost half a billion in assets and transactions under management. He has several subsidiaries that have diversified into film development, consulting, venture capital, speaking engagements, celebrity events, book publishing, technology, philanthropy, and real estate ventures internationally.

In *Only the Crazy and Fearless Win BIG!*, he shares a little secret that few books discuss—to win big you have to be fearless and, sometimes, even a little crazy.

Wylie outlines real-world examples from some of history and present-day's most well-known names and everyday entrepreneurs in every industry, profession, and segment of the economy. *Only the Crazy and Fearless Win BIG!* shows how their decisions raised eyebrows, dropped jaws, and met resistance—yet proved to be right.

A few crazy and fearless decisions that led to victory and success, to fame and respect:

- Dominate with Class: Mexican Billionaire and world's richest man, Carlos Slim, shows how to dominate a market to empower others
- Being Fearless: CEO Steve Jobs is fired from Apple
- Passion: Sara Blakely used what she hated to become successful in an untapped market
- People Power: Henry Ford pays his workers double the industry average
- Relentless: Richard Branson pushes through obstacles and makes billions
- How Crazy: Intern-now-CEO Sean Combs's \$300 Million Clothing line beats out his entertainment business

Through Wylie's experience and guidance, he weaves together the lessons of these stories and more to share what it means to your life, wealth, career and business.

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