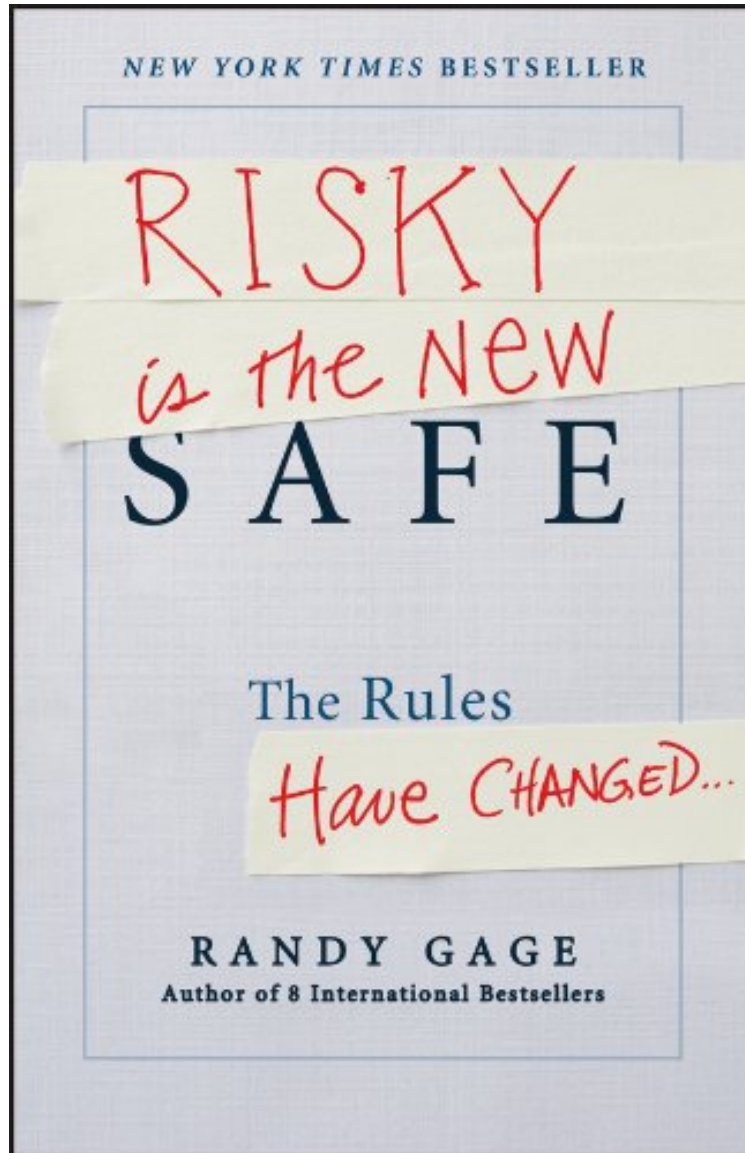


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## Risky is the New Safe: The Rules Have Changed . . .

Randy Gage

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me. When life gives me lemons I make lemonade, I have immense gratitude for what I have yet. Though I have yet to learn how to get to this level Randy speaks of through reading his material. 1 of 1 people found the following review helpful. What I most like about the Randy's book is with I less like ...By Juan Pablo Rico This is one of the most controversial, inspiring and challenging books I've read in my entire life. Politically incorrect, Randy invites us to rethink our business totally out of the box. What I most like about the Randy's book is with I less like, because it's right where my deepest beliefs find challenge. If you want to question your harmful paradigms about wealth and money, you MUST read this book. If you are an entrepreneur, you MUST read this book. If you are a leader (or are in the way to become one), you MUST read this book. If you want to take your business to the next level, you MUST read this book. If you want to look at you in the mirror to see you face to face with all your limitations about abundance, you MUST read this book. Thanks Randy for so much inspiration, reflection and productive anger. Juan Pablo Rico. 0 of 0 people found the following review helpful. What can I say. By S. King Randy has done it again. Randy Gage is confronting. He tells you what you need to hear not necessarily what you want to hear. For that reason he is not for everyone. Some people just aren't ready. However if you are looking to be challenged, stretched and stimulated then Randy is your man. This book doesn't disappoint. He is true to form and gives us plenty to think about and what the future could look like. Challenging long held paradigms and daring us to truly think about things. You can't just read this book once. You read it once then go back and absorb it. Then again to take notes. I can't wait for his next one.

THE NEW YORK TIMES BESTSELLER and #1 WALL STREET JOURNAL BESTSELLER Risky Is the New Safe is a different kind of book for a different kind of thinking—a thought-provoking manifesto for risk takers. It will challenge you to think laterally, question premises, and be a contrarian. Disruptive technology, accelerating speed of change and economic upheaval are changing the game. The same tired, old conventional thinking won't get you to success today. Risky Is the New Safe will change the way you look at everything! You'll view challenges—and the corresponding opportunities they provide—in entirely new and exciting ways. You'll recognize powerful new gateways to creating wealth. In this mind-bending book you'll discover: How mavericks like Steve Jobs, Richard Branson, and Mark Cuban think differently—and what you can learn from them; The six-month online course that could allow you to earn more than a Ph.D.; How social media changes branding and marketing forever, and what that means for you; What happens when holo-suites and virtual-reality sex come about, and how you need to prepare; The new religion of ideas: How to become an "idea generator" and declare as a free agent; and, What will cause the Euro, precious metals, and oceanfront real estate to collapse—and how that can make you rich!