



## Book Review:

### **Reading Time:**

5 minutes

### **Reader Benefit:**

- ◆ Learn about what it takes to achieve lasting success;
- ◆ Insights about how you can make business success a way of life;
- ◆ Buy the book to discover these natural laws.

**Title: The 100 Absolutely Unbreakable Laws of Business Success**

**Author:** Brian Tracy

**Publisher:** Berrett-Koehler Publishers, 2000

**Pages:** 319 pp, includes Index and Reading Resources

**Reviewer's Rating:** ☺☺☺☺☺

### Rating Legend:

*Inspiring* ☺☺☺☺☺ *Excellent* ☺☺☺☺ *Good* ☺☺☺ *Average* ☺☺ *OK* ☺

### *Website Summary:*

## **Cause-and-Effect in Business**

The premise for this remarkable book is a simple yet profound one. It follows from a basic and fundamental principle. Everything around us – in the visible and invisible world – are guided by natural laws. Put another way, all activities are based on reciprocal relationships.

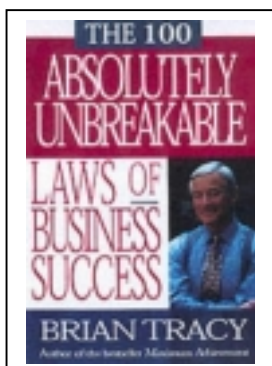
### *Synopsis:*

## **Cause-and-Effect in Business**

People who have gone through life experiencing all sorts of challenges will identify with author Brian Tracy.

Author Brian Tracy expounds that everything around us – in the visible and invisible world – are guided by natural laws. A keen observer of such natural laws, Brian Tracy has noticed consistent and predictable patterns and principles that seem to accompany all business success.

He highlighted that listing and explaining these fundamental laws is the purpose of his book. “These laws are similar to laws of physics, laws of mathematics, laws of mechanics, or laws of electricity,” he wrote. “They are practical, proven laws that apply everywhere to success and business.”





## Cause-and-Effect in Business

*Book Review by Leon A. Enriquez*

People who have gone through life experiencing all sorts of challenges will identify with author Brian Tracy. According to the biographical notes, “the author started at the bottom and worked his way up, one step at a time. In fact, he began adult life uneducated, unskilled, and unemployed, living in his car and working at odd jobs as they came along.” However, there was one striking difference that led to eventual success for Tracy. “At an early age, he became intensely curious about the way things work, why things happen the way they do. As he worked and traveled, read, and spoke to people, he began to discover a certain regularity and predictability in human affairs. These insights changed the direction of his life and led ultimately to the laws and ideas in this book.”

The premise for this remarkable book is a simple yet profound one. It follows from a basic and fundamental principle. Everything around us – in the visible and invisible world – are guided by natural laws. Put another way, all activities are based on reciprocal relationships. Consider, for instance, the simple *Cause-and-Effect law* that states that “Everything happens for a reason; for every effect there is a specific cause.”

A keen observer of such natural laws, Brian Tracy has noticed consistent and predictable patterns and principles that seem to accompany all business success. He highlighted that listing and explaining them is the purpose of his book. “These laws are similar to laws of physics, laws of mathematics, laws of mechanics, or laws of electricity,” he wrote. “They are practical, proven laws that apply everywhere to success and business.”

Organised around eight chapters, the book focuses on the following major categories, namely, Life, Success, Business, Leadership, Money, Selling, Of Negotiating, and Time Management. “Some of these laws may seem simplistic or self-evident. Some repeat themselves in different ways in different categories,” wrote Tracy. “Don’t be fooled into discounting or dismissing them on that account. Great success and mastery in any field always go to those who are *brilliant on the basics.*”



Apart from illustrating the law of cause and effect, Tracy builds the case for business by detailing the other laws of life as follows:

- ◆ *The law of Belief:* Whatever you truly believe, with feeling, becomes your reality;
- ◆ *The law of Expectations:* Whatever you expect, with confidence, becomes your own self-fulfilling prophecy;
- ◆ *The law of Attraction:* You are a living magnet; you invariably attract into your life the people, situations, and circumstances that are in harmony with your dominant thoughts; and
- ◆ *The law of Correspondence:* Your outer world is a reflection of your inner world; it corresponds with your dominant patterns of thinking.

From these five basic laws of life, the author goes on to develop the specific laws that cover each of the other major categories described in the book.

“Like a scientist or researcher, Tracy tested and applied each principle, comparing his conclusions with those of other successful business personalities. As he worked his way from job to job, from position to position, and eventually from failure to success, Tracy used himself as a guinea pig to prove or disprove the validity of his discoveries,” states the biography. “The cumulative effect of learning and applying these universal principles of success and achievement was exactly as Tracy had predicted.”

What is truly amazing – throughout the context of the book – is that it is grounded in practical reality. Author Brian Tracy succeeds admirably in not only defining each law but shares the foundation in plain language. He also provides real-life examples that show how each law works in the real world. And finally, Tracy culminates his epic work by showing the reader how he or she can apply it to real life situations by working through specific exercises and practical steps.

“My mission in life has been the same for more than 25 years – it is to liberate individual potential by giving people ideas and strategies they can use to get more benefits and rewards they want far faster than they would without these ideas,” says Tracy. This book is really timely and presents a practical, no-nonsense approach to successful living no matter who you are, and regardless of your present status in life.

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