

## The Cheat Code: Going Off Script to Get More, Go Faster, and Shortcut Your Way to Success (Hardback)



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(Desmond Schuster II)*

## THE CHEAT CODE: GOING OFF SCRIPT TO GET MORE, GO FASTER, AND SHORTCUT YOUR WAY TO SUCCESS (HARDBACK)



Crown Business, United States, 2016. Hardback. Book Condition: New. 210 x 140 mm. Language: English . Brand New Book. Have you ever noticed that there are certain people who seem to get ahead just a bit faster than everyone else? You know, the types who always seem to be a bit ahead of the curve, to get noticed a bit more, and to achieve their goals a bit more quickly than the rest of the pack? And have you ever noticed how much this small edge can matter, and the outsized impact it can have on the trajectory of their careers? 24 year old entrepreneur Brian Wong is one of these people, having graduated from college by age 18, having raised \$24 million in venture capital to start his own company before he turned 25, and having grown that company into a global mobile advertising giant in just 4 years. His secret? The Cheat Code. Wong believes that most people -- even creative people -- have a tendency to follow a script; to do things the way others do them simply because that way works. But therein lies the secret at the heart of the Cheat Code: anyone can easily shortcut his or her way to success, simply by going slightly off script; by doing things just a little differently from everyone else.

Here, Wong unlocks the power of the Cheat Code through 71 bite-sized and virtually effortless short-cuts to get a leg up on the competition, garner attention for ourselves and our ideas, and accelerate our success. For example: Cheat #7: Don't Ask Announce Cheat #16: Know Your Superpower! Cheat #32: Make Boldness Your Genius Cheat #47: Know Who's the Boss Cheat #55: Focus on What Won't Change Cheat #71: Imagine, What If? Cheat 49: Get a...



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