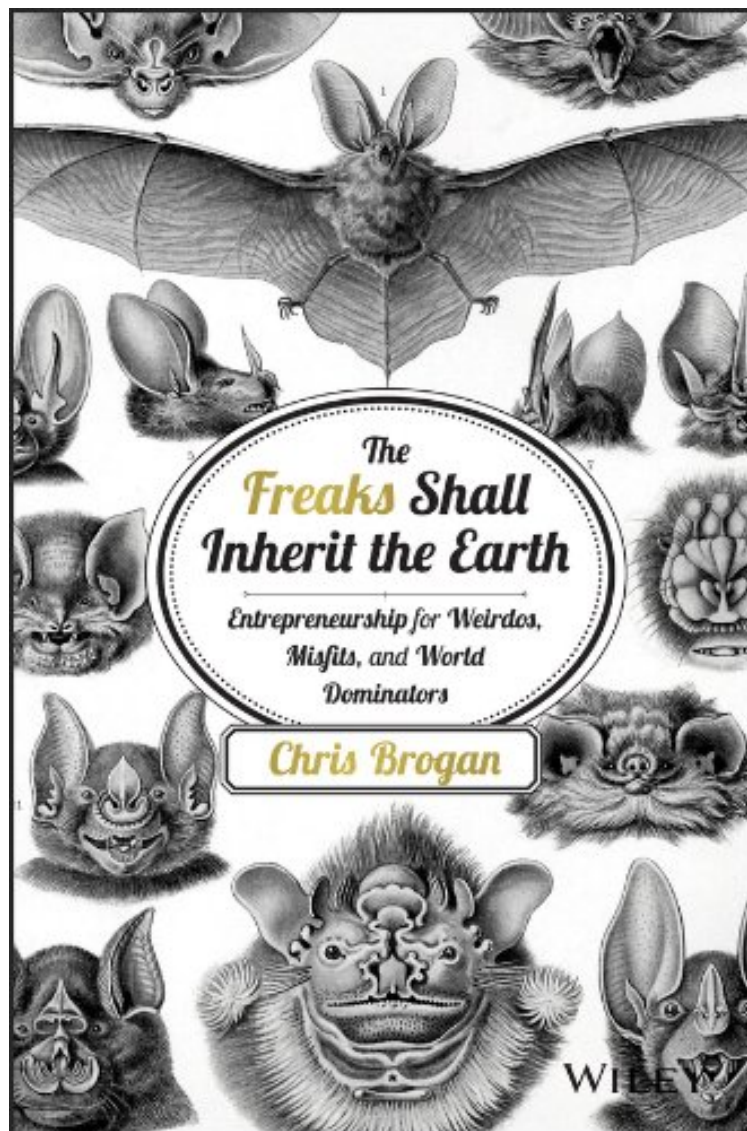


(Library ebook) The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators

The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators

Chris Brogan

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Chris Brogan : The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators before purchasing it in order to gage whether or not it would be worth my time, and all praised The Freaks Shall Inherit the Earth: Entrepreneurship for Weirdos, Misfits, and World Dominators:

12 of 12 people found the following review helpful. Well worth reading!By Bruna MartinuzziReading this book, you get the feeling that you are sitting with a friend, sipping a cup of coffee, and talking about your path to success--a

friend who is knowledgeable and genuinely cares. I read the book in one sitting and took copious notes. Brogan makes an important point at the outset: most people tend to think that "freaks" (those who march to the beat of their own drum) are generally young, but as the author points out, as they age, a lot of people grow comfortable with who they are and are not interested in "fitting in." So why wait to be old to do what you want to do? Why indeed! This book may well be a kick in the pants to get you started. Brogan gives valuable, actionable advice for seasoned and budding entrepreneurs alike, including solopreneurs, small business owners, as well as employeepreneurs. Check out the 6 steps for building discipline, 10 things to quit, garbage and gold questions, and lists of awesomeness (or helpfulness) to name a few. I also appreciated that the advice is in short chapters, with bite sized nuggets, and bolded headings which makes it so much easier to read a book without having to wade through reams of detail. "Brevity is [indeed] the gold standard in business" as Brogan says. I loved the concept of Monchu, an Okinawan word meaning one family, "the family you choose." Brogan explains how this is better than just networking; this is a list of people you care about. Monchu is the extended network you nurture. The mind-set of Monchu is that you care more about some people than as merely customers or a part of your network. It's the idea that you're not just looking to make money and "sell and run" but that you might want to build a community beyond just selling. If this book inspires you to work from a Monchu mind-set, you will be richer for reading it. Not to mention all of the other useful advice. 8 of 8 people found the following review helpful. This is the Missing Link By Jeremy M. I've read my fair share of business books over the past few months, but this one stands out: it isn't the same old song-and-dance. It doesn't simply repeat the "just be authentic, be yourself" advice that can be fairly easily found many places now. Nor does it just give you the nuts-and-bolts to making a business happen and extol the benefits of, for example, choosing yourself or starting your own online business. Brogan's key insight is to link the two discussions. Choosing to do business on your own terms is an integral part of being a "freak" and owning it. The two shift together, and choices made on one axis affect the other. Brogan's second key insight--which I dearly wish more folks would talk about as systematically--is that "business is about belonging." This insight has revolutionized the way I think about doing business. It used to be a slightly sordid thing that would need to exist as a necessary evil. But in making his statement and working through the implications, he persuaded me that there is much more to business than just the gross. And that observation makes all the difference in the world. If larger corporations (I'm looking at you, U_____ Airlines and U_____ P_____ Service) actually paid attention and began to focus on their customer as the foundation, I don't think commerce (air travel, overnight delivery) would ever be the same. If smaller businesses began to pay attention to this principle, though, the world would be a manifestly better place. And what better compliment can be paid to a book than to say that the world would be a better place if more people would read it and act on the thoughts in it? 4 of 4 people found the following review helpful. Personal and energizing journey By Andrzej Tucholski Really enjoyed that one. I have read Chris Brogan's blog for some time now, read two or three of his previous books, attended most of his online webinars and also enrolled on one of his courses. That said - "The Freaks Shall Inherit the Earth" is near the top in my personal "Best of Brogan" toplist. Actually it competes only with the "Brave New Year" course which covers very similar theme. Deeply personal book, full of both short snaps of knowledge as well as general systems ready to work from day one. It reminded me a little of Seth Godin's "The Icarus Deception" but in a good way - one should not read only one of those. They complement each other. Inspiring lecture. I can recommend it to anyone who wants to evolve to a more effective freak

Do you ever wonder where you fit in? Do you sometimes get that feeling that you have something much bigger to offer the universe, but then it fills you with fear and anxiety, so you think maybe Irsquo;ll just pay it safe? But what is safe? The factory job? The cubicle job? Factories all over have been converted to open spaces for startups. Skyscrapers have entire floors open for lease because the ldquo;same as everyone elserdquo; class of jobs have dried up. Many of us were raised to seek out a job that required us to fit in, to conform, to adapt until we fit the mold. The Freaks Shall Inherit The Earth is a guide for the kind of person who wouldnrsto; not normally pick up a business book. The personal business revolution is upon us. Herersquo;s your recipe book for starting your revolutionary business, including some of what you will learn: How to be as weird as you want while providing a viable business structure to support it What most people are missing from the basic frameworks of doing business How to turn passions into businesses How to build out the Digital Channel What Kickstarter and Square mean for the future of business) Take the plunge. Learn to fail and then win. Dare to do something that ldquo;everyone elserdquo; doesnrsquo;t. The Freaks Shall Inherit the Earth will help. Bestselling author and successful entrepreneur Chris Brogan explains step-by-step how to build your business from the ground up, all without compromising the unique mindset and personal values that make you a freak in the first place.

As business books go, it is hard to find anything that comes close to this in both style and feel-good factor, and it is well worth picking up. (Talk Business, August 2014) A good, practical introductory business book, with guidance for life in general as well (The Gateway, November 2014) From the Author Have you ever felt like you don't fit in? Have you had that feeling like "I really think business would work better if we treated it more like THIS?" Do you wish

there was a better way to do what you think needs doing in the world?nbsp;