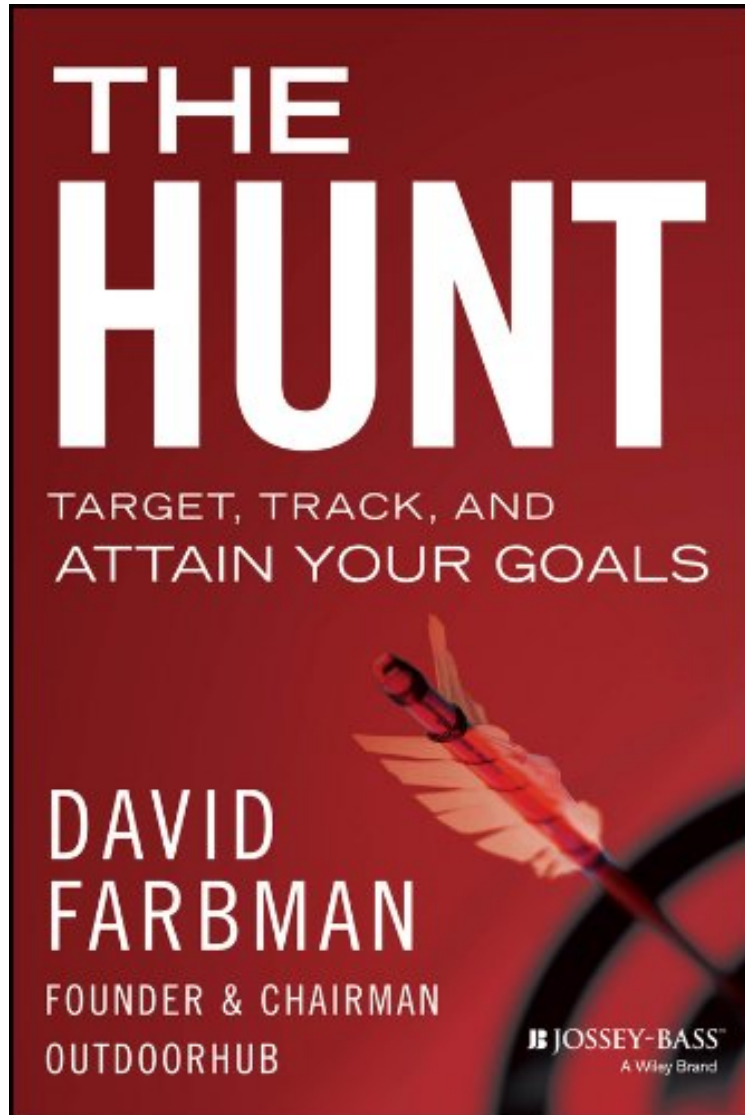


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The Hunt: Target, Track, and Attain Your Goals

David Farbman

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By BandeExcellent book; great for people new to management, but also applies to everyone as we manage our lives. Great examples; easy to read.

Do you consider yourself a hunter? If you have ever dated, played sports, or held a job, then your answer should be yes. We are always hunting—trying to track down and take the things we want, the things that will make our life bigger, better, safer; more satisfying, exciting, and just plain fun. In *The Hunt*, serial entrepreneur, hunter, and OutdoorHub founder David Farbman offers a way of thinking about work, life, and our connection with the world based upon the ancient discipline of hunting. *The Hunt* will inspire anyone striving for more to think like hunters—with poise, concentration, and skill; to identify their targets; and, with focus, determination, and satisfaction, to achieve those goals. Specifically, *The Hunt* shows how to: Get a bigger, clearer picture of your life and goals, and discover things about yourself and your ability that you've never noticed or seen before Gain the hunters' special skills at observation and perception, to understand your environment; Learn predatory consciousness—the full understanding of your prey, whether business partners or competitors, so you can predict their actions; Harness and leverage every opportunity to obtain your desired outcomes and inspire your best thinking Fully understand where to pick battles, and where not to hunt at all. The principles of *The Hunt* will give you a clearer, sharper lens for seeing the world and shaping your role in it. You'll make better decisions, form stronger alliances, build better strategies, target bigger wins, and uncover more opportunities. Best of all, you will become a true hunter when you know who you are, what you want, and how to get what you're hunting for.

I never thought of myself as a hunter until this book proved me wrong. David's no-nonsense style has given me a unique insight to approach my meetings, projects, and even personal goal setting in a more productive, calculated way. All of our portfolio leaders here at DVP (and entrepreneurs in general) think of themselves as hunters, out to disrupt the status quo. Start your own hunt today, with this book, and move closer to achieving whatever's at the other end of your arrow. I highly recommend *The Hunt*.
—Josh Linkner, CEO and managing partner, Detroit Venture Partners, and author, *New York Times* bestseller *Disciplined Dreaming* and *The Road to Reinvention*
The Hunt nails the bullseye with its comparisons between hunting and business. There is no doubt this book can help you hit more of your targets in life.
—Bill Jordan, founder, Realtree
At first I wasn't sure about a book on hunting and business, but *The Hunt* will help you shape a clearer picture of what you are after and how you will go and take it. I loved this book.
—Stacey Coopes, CEO, FordDirect
The Hunt is a must-read for anyone looking to understand their most basic instincts and get more out of business, life, and relationships.
—Robert Taubman, chairman, president, and CEO, The Taubman Company
The Hunt is a fresh, authentic take on the relevance of hunting to business and life. It will make you think differently about what you do every day and, more important, how you do it.
—Rich Stoddart, CEO, North America, Leo Burnett Company
I look to David Farbman and *The Hunt* for advice. You should, too.
—Les Gold, owner, American Jewelry and Loan, and star, *TruTV's* *Hard Core Pawn*
David Farbman's *The Hunt* teaches you how to tap into your own inner hunter to find the killer clarity that you need to aim with pin-point accuracy at your most meaningful goals in life.
—Dan Gilbert, founder and chairman, Quicken Loans Inc.
By utilizing David Farbman's principles in *The Hunt*, not only have I significantly grown Carbon Media Group, but I've made meaningful improvements in my personal life.
—Hyaat Chaudhary, CEO, Carbon Media Group
The Hunt is on target. David has taken the basic principles of hunting and used them to create a focused playbook for success in business or personal life. A killer read for any business or outdoor enthusiast. It helped us tremendously at the office and in our personal lives.
—Mike and Stacey Marsh, founders, Flatout Bread
The Hunt takes you on a wild ride from the backwoods to the boardroom. You will never look at business or life in the same way after you read this book.
—Kim Brink, VP, marketing, NASCAR
The way The Hunt ties together the outdoors, business, and life is really cool.
—Michael Waddell, star, *Michael Waddell's Bone Collector*
The Hunt provides an easily applicable way of accomplishing the goals that have otherwise eluded you.
—Heather Stewart, national advertising manager, Chevy Trucks
The Hunt is awesome and can help every generation.
—Rob Goldman, director of product management, Facebook
From the Inside Flap
Do you consider yourself a hunter? If you have ever dated, played sports, or held a job, then your answer should be yes. We are always hunting—trying to track down and take the things we want, the things that will make our life bigger, better, safer, more satisfying, exciting, and just plain fun. In *The Hunt*, serial entrepreneur, hunter, and OutdoorHub founder David Farbman offers a way of thinking about work, life, and our connection with the world based upon the ancient discipline of hunting. *The Hunt* will inspire anyone striving for more to think like hunters—with poise, concentration, and skill, to identify their targets and, with focus, determination, and satisfaction, to achieve those goals. Specifically, *The Hunt* shows how to: Get a bigger, clearer picture of your life and goals, and discover things about yourself and your ability that you've never noticed or seen before Gain the hunters' special skills at observation and perception, to understand your environment Learn predatory

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From the Back CoverPraise for The Hunt “;I never thought of myself as a hunter until this book proved me wrong. Davidrsquo;s no-nonsense style has given me a unique insight to approach my meetings, projects, and even personal goal setting in a more productive, calculated way. All of our portfolio leaders here at DVP (and entrepreneurs in general) think of themselves as hunters, out to disrupt the status quo. Start your own hunt today, with this book, and move closer to achieving whateversquo;s at the other end of your arrow. I highly recommend The Hunt.”; —Josh Linkner, CEO and managing partner, Detroit Venture Partners, and author, New York Times bestseller Disciplined Dreaming and The Road to Reinvention “;The Hunt nails the bullseye with its comparisons between hunting and business. There is no doubt this book can help you hit more of your targets in life.”; —Bill Jordan, founder, Realtree “;At first I wasnrsquo;t sure about a book on hunting and business, but The Hunt will help you shape a clearer picture of what you are after and how you will go and take it. I loved this book.”; —Stacey Coopes, CEO, FordDirect “;The Hunt is a must-read for anyone looking to understand their most basic instincts and get more out of business, life, and relationships.”; —Robert Taubman, chairman, president, and CEO, The Taubman Company “;The Hunt is a fresh, authentic take on the relevance of hunting to business and life. It will make you think differently about what you do every day and, more important, how you do it.”; —Rich Stoddart, CEO, North America, Leo Burnett Company “;I look to David Farbman and The Hunt for advice. You should, too.”; —Les Gold, owner, American Jewelry and Loan, and star, TruTVrsquo;s Hard Core Pawn