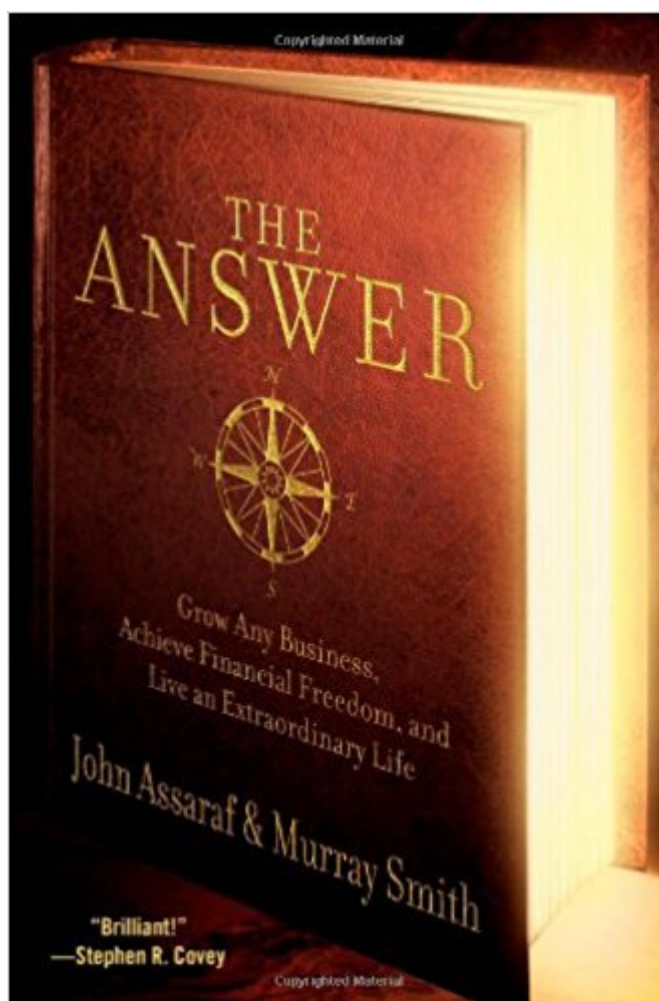


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# The Answer: Grow Any Business, Achieve Financial Freedom, And Live An Extraordinary Life



## Synopsis

A key team member behind *The Secret* and his business partner offer the specific tools and mental strategies to help readers leap ahead in any career or business venture and achieve major financial success. In this visionary work, New York Times bestselling author John Assaraf and business guru Murray Smith reinvent the business book for the twenty-first century. Two of the most successful entrepreneurs in the world, they combine forces to bring their special insights and techniques together in a revolutionary guide for success in the modern business environment. Assaraf and Smith know how to minimize risk and maximize success, and *The Answer* provides a framework for sharing their wisdom, experience, and skills with the millions of people who want to accomplish their own dreams in life. Using cutting-edge research into brain science and quantum physics, they show how readers can actually rewire their brains for success and create the kind of extraordinary lives they want. By teaching readers how to attract and use newly discovered "uncommon" senses to achieve business success, the authors demonstrate the beliefs, habits, thoughts, and actions that they have used to build eighteen multimillion-dollar companies. Any reader who follows this step-by-step process to build his or her career will experience an enormous life transformation and reach an exceptional level of living.

## Book Information

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## Customer Reviews

"This book is a masterpiece! I couldn't stop reading it. It is by far the best book I have ever read on how to use the law of attraction and the latest breakthroughs in neuroscience to quantum leap the

growth of any business. It is now required reading for all my staff and students." --Jack Canfield, co-author of The Success Principles and co-creator of the Chicken Soup for the Soul series "The Answer is absolutely a must read for anyone interested in a new and much higher level of prosperity. John and Murray have helped me more than triple my business income and they can do the same for you. I highly recommend it."--Dharma Singh Khalsa, MD, America's #1 Brain Longevity Specialist "A brilliant formula for growing any business and living an extraordinary life - entrepreneurial wisdom embodied in a proactive, balanced approach to living. A must read!"--Stephen R. Covey, author of The 7 Habits of Highly Effective People and The 8th Habit: From Effectiveness to Greatness "Everyone wants the answers to life's probing questions, particularly of business, financial freedom and how to make your life a masterpiece. My friends John and Murray have made their lives masterpieces and share from deep profound insight how you can make yours the same or even better." -- Mark Victor Hansen, co-creator, #1 New York Times bestselling series Chicken Soup for the Soul <sup>®</sup>, co-author, Cracking the Millionaire Code and The One Minute Millionaire "If you really want to attract and make things happen faster in your business and life, read The Answer now! John Assaraf and Murray Smith will put you on the road to riches as fast as anyone I know. Read it and give a copy to your best friend." -- Bob Proctor, of The Secret and author of You Were Born Rich "This book does not hold anything back. It's got it all. How to THINK like someone who should be wealthy and then how to back it up with killer growth strategies backed by step-by-step plans for super growth. A must read for any CEO serious about amassing a fortune." -- Chet Holmes, bestselling author of The Ultimate Sales Machine "There are great books on the unlimited power of our minds to co-create the circumstances of our dreams. There are even more books on business development and the management of those dreams. What makes The Answer so remarkable is that finally both dimensions have been wonderfully explained and integrated into what is destined to be the 'how to' book of the century. Read and win!" -- Ian Percy, author Infinite Possibilities - Make Your Life a Masterpiece. "This book is the first AND ONLY one I've seen that teaches you how to harness all three of the laws of attraction; gestation AND action together, to make extraordinary things start happening in your business right away! John and Murray have packaged a lifetime of highly result-certain expertise into this content-rich book. If your business isn't living up to your vision, this is the one book and philosophy of predictable, unstoppable growth that you need to read, learn...and do!" --Jay Abraham, Marketing Guru "The Answer is inspiring. It motivates you to go after the grandest version of the greatest life and business you ever envisioned for yourself with the knowledge that it is absolutely possible. The Answer gives you the tools to change your life. This is one of the most exciting books I have ever

read."-- Suzanne Somers

John Assaraf is one of the experts featured in the film and book *The Secret*, which he helped launch into a worldwide phenomenon. He has shared his expertise on achieving financial freedom and living an extraordinary life with millions of viewers on *Larry King Live*, *The Ellen DeGeneres Show*, and dozens of other media venues worldwide. Visit John online at [www.johnassaraf.com](http://www.johnassaraf.com). Murray Smith is a business growth expert who has built thirteen businesses, including Indian Motorcycle which he bought just the name from bankruptcy and built it into the second largest U.S. motorcycle company. He has helped thousands of small business owners in thirty countries and has been featured in national and international media, including *Forbes*, *Entrepreneur*, *CBC*, *CNN*, and *NBC*. Murray currently owns three companies that help business owners discover new and untapped revenues by focusing on strategies to help increase revenues from their existing clients and attract new clients. Learn more at [www.gettheanswer.com](http://www.gettheanswer.com) and [www.accessmainstreet.com](http://www.accessmainstreet.com).

I found the first half of this book to be inspiring, and the second half of this book to be factual and founded on universal truth when it come to success in life and business. However, if you're looking for something you haven't already heard before from someone else, keep walking, and leave *The Answer* for someone who will truly appreciate the book as something totally new and groundbreaking--to them. What Murray and John have done here is take some universal truths about science and business and synthesize it into a book like no one else has before, and came up with something totally different.

While this book will seem redundant for anyone who has been exposed to the Law of Attraction, it moves quickly from familiar theory of quantum physics and how you create your reality into a very useful step-by-step approach to planning a business. I bought the book for this particular reason, as I am in the process of envisioning a new business for myself, and this is exactly what I needed. It is very practical.

Inspirational, a little wordy at times, but motivating and quite thought provoking. I found it well worth the time and effort.

John does a nice job of sharing a step by step methodology of creating a strategic plan for you and your company and executing it. A promotion of his coaching business is threaded throughout the

book

This makes a great companion book to his other "Having It All". The Answer will walk you through starting your own business or improving the one you have, while also giving you much of the basic material from the other book. Read both, and you'll have an excellent foundation in these principles.

Funny, but I listened to this book on CD and got all inspired by its message. So I bought the book. The transitions in print between one section and another don't flow. Same information, but the vocal delivery made a big difference.

Loved the message, the writing style, and the concrete examples used by the authors. They give you something to work with; and they truly keep their audience in mind.

The best concept I gathered from the book is how you can use your thoughts and beliefs to assist in obtaining your dreams. By the time i read this book I no longer needed the business aspect of this book. Even after skipping much of the business information, this book is still very valuable. It changed my life in non-business aspects.

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