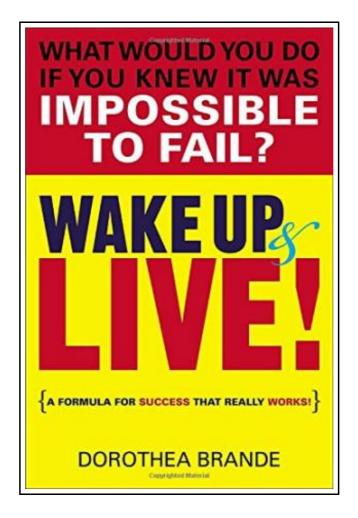
Wake Up and Live!: A Formula for Success That Really Works (Paperback)



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(Rebecca Bechtelar)

WAKE UP AND LIVE!: A FORMULA FOR SUCCESS THAT REALLY WORKS (PAPERBACK)



Tarcher/Putnam, US, United States, 2013. Paperback. Book Condition: New. Reprint. 209 x 140 mm. Language: English . Brand New Book. Eminently sensible and practical. The New York Times Book Review A true lost classic that can take your life to its fullest potential. What if you were promised a simple, 8-word formula that could turn your life around? Would you believe it? Would you try it? Here it is: Act as if it were impossible to fail This magic key is at the heart of one of the most persuasive self-improvement books ever published a work that, while forgotten, rivaled the popularity of contemporaneous books by Napoleon Hill and Dale Carnegie. It was called Wake Up and Live!, written by Dorothea Brande, an enterprising Chicago journalist. When Brande published Wake Up and Live! in 1936, the book soared to popularity, selling over 1,000,000 copies in years ahead. The book won so much acclaim that it became the sole work of mind-power philosophy ever to make it to the movie screen and as a musical, no less. In 1937, 20th Century Fox released Wake Up and Live, starring Walter Winchell. Brande was a journalist and writing instructor by trade, best known for her enduring and thoughtful instructional book, Becoming a Writer (1934). That book, Brande explained, grew out of a period of bounding productivity in her career, which began with her discovery of one basic law of success. Brande s formula was so simple and magical-seeming that it made people want to argue with her the moment she uttered it. But for many it worked. Act as if it were impossible to fail. Brande was a preternaturally sharp-eyed student of human nature. She detected among the vast majority of men and women a will to fail. This damning wish grew from a...

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