



Reviewed by  
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office manager at  
ESF Capital

# Read all about it

This month's motivational must-read book

## The 10x Rule: The Only Difference Between Success and Failure

Author: **Grant Cardone**

Hardback available to buy on Amazon, **£14.78**; Kindle edition, **£14.04**

Have you ever wanted to take someone by the shoulders and give them a good shaking because they are giving you every excuse why they aren't as successful as they 'should' be? Well, this book will save you the effort.

I listened to it on audio, and I would recommend anyone thinking about reading it to do the same. It's read by Grant Cardone himself, and his passion comes through in his voice, with his thick Louisiana accent.

His idea that 'massive action' will give you 'massive results' is sort of obvious when you read it, but he makes you realise that those people who tell you that you are doing too much aren't worth your ear time.

I listened to this on the train on my way into the office and as soon as I got off I was

chomping at the bit to take my own action on whatever I was working on that day. I would even find myself writing down my ideas as I was listening to him. His energy and conviction comes through and it's infectious.

He says that 'failure is not an option'. It is your 'obligation' to be successful. Listen to this book and you too will 'stop being a victim' and do literally everything you can to be successful. He's the kick up the behind you need to give you the confidence to take your efforts to the next level.

If you are starting your own business, thinking about starting one, or if you work somewhere where you can make a change, this book is a must-read. It's quite literally a slap round the face personified (or 'bookified').

## DATES FOR THE DIARY

Networking, learning and things to keep in mind



**Wednesday, December 6**  
PA Life event: Driving experience at Mercedes-Benz World

**Wednesday, December 12**  
First day of Hanukkah

**Wednesday, December 20**  
Last day of Hanukkah

**Thursday, December 21**  
December Solstice

**Sunday, December 24**  
Christmas Eve



**Monday, December 25**  
Christmas Day

**Tuesday, December 26**  
Boxing Day



**Sunday, December 31**  
New Year's Eve

**Monday, January 1**  
New Year's Day

**Sunday, January 7**  
Orthodox Christmas Day

**Thursday, January 25**  
Burns night

**Wednesday, February 28**  
– **Thursday, March 1**  
International Confex and office\*