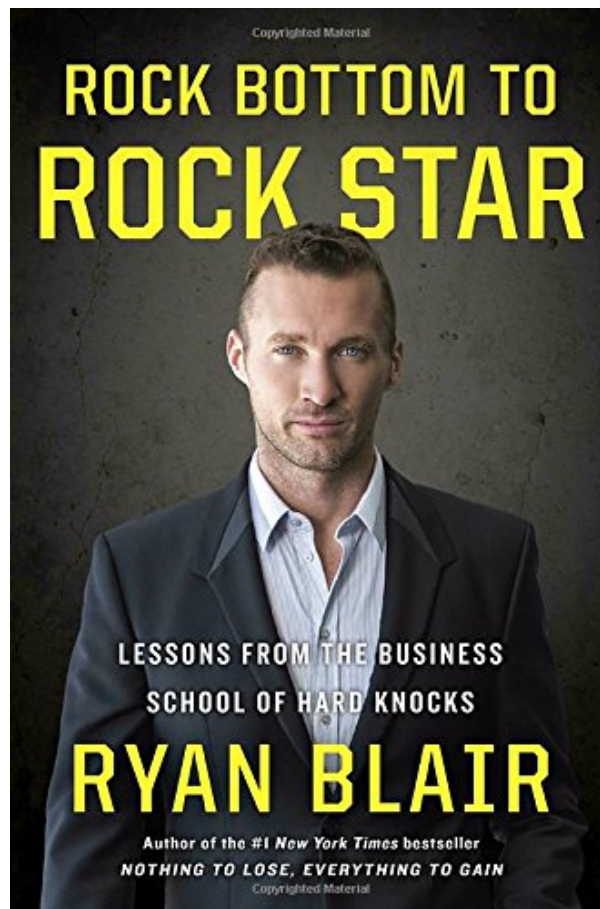
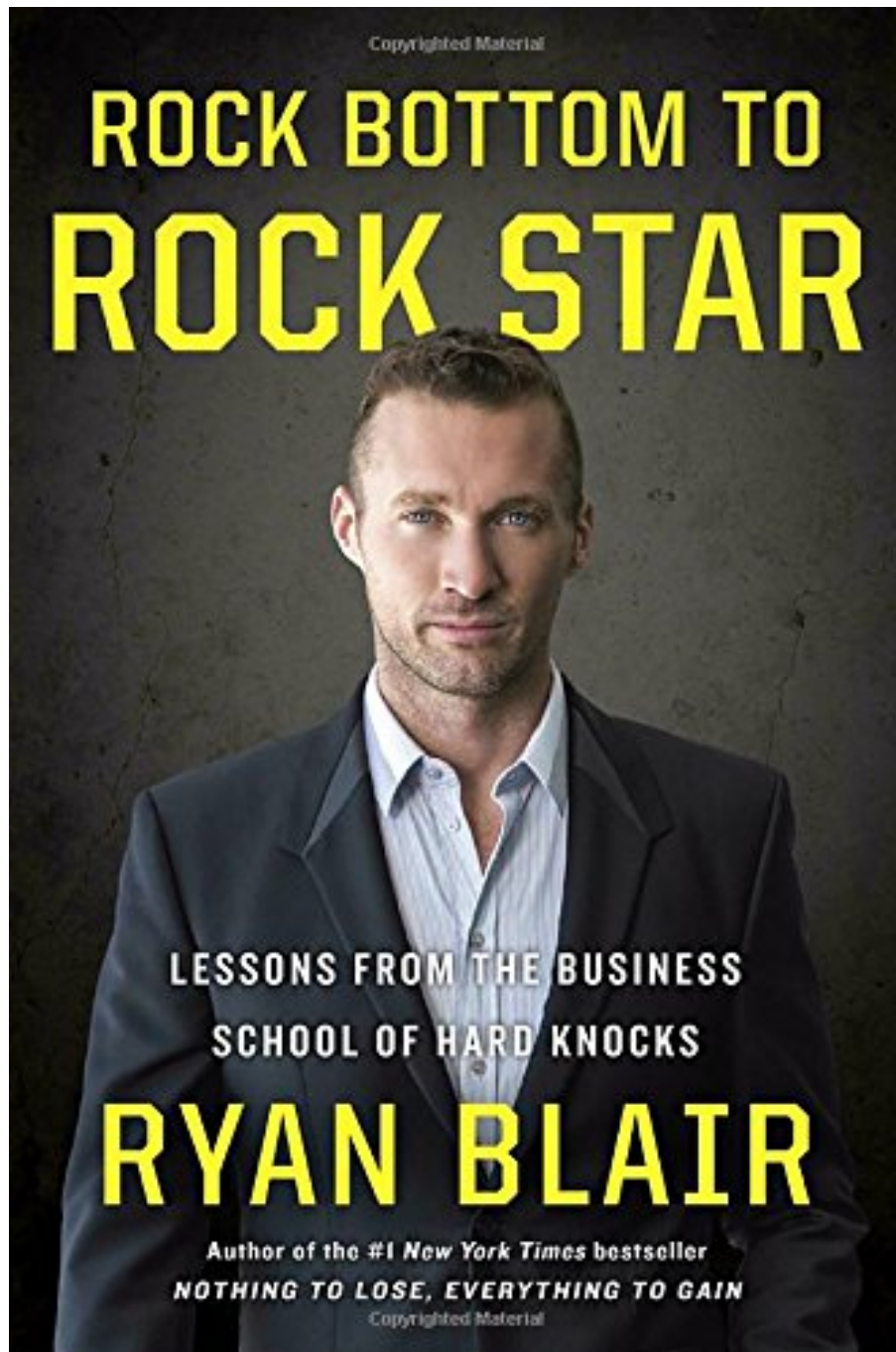


ROCK BOTTOM TO ROCK STAR: LESSONS FROM THE BUSINESS SCHOOL OF HARD KNOCKS BY RYAN BLAIR



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About the Author

Ryan Blair is a serial entrepreneur who established his first company at age twenty-one and has since created and actively invested in multiple start-ups. As the CEO of ViSalus, he took the company from start-up to more than \$1.6 billion in cumulative sales, and was named Ernst & Young's 2012 Entrepreneur of the Year. His first book, *Nothing to Lose, Everything to Gain*, was a number one New York Times bestseller. He lives in Los Angeles.

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Can you remember that one time you got recognized or someone thanked you for your contribution to their life? You were a rock star, even for just one second. This book isn't about a charmed path to success or some untouchable fairy tale that nobody can relate to-this is about going from rock bottom to rock star, something that everybody can relate to.

In his first book, Blair shared the brutally honest story of how he went from an at-risk youth, sleeping on a mattress on the floor of a shack, to a self-made multimillionaire by his early twenties. As his story became a national sensation, fans started asking him how they too could become entrepreneurs, take their careers to the next level, and achieve financial freedom. Rock Bottom to Rock Star answers those questions.

Blair has battled extreme obstacles: life as a former gang member, balancing a demanding career with single parenthood, building and selling multiple companies, and making and losing tens of millions of dollars (sometimes all in one day). He wants to help others avoid the mistakes he made in the school of hard knocks, so he has compiled his unique advice for going from rock bottom to rock star in whatever field you chose to pursue.

Much of his advice is counterintuitive, and definitely not what you would learn in business school. Here's one example:

"Don't believe your own hype. The moment you start celebrating, you've left the stage. It wasn't celebration that made you a rock star. It was hard work."

If you're serious about making the most of your life and you're ready to become the "rock star next door" instead of just looking up to them, this may be the most rewarding book you'll ever read.

- Sales Rank: #16053 in Books
- Published on: 2016-10-04
- Released on: 2016-10-04
- Original language: English
- Number of items: 1
- Dimensions: 9.31" h x .83" w x 6.30" l, 1.25 pounds
- Binding: Hardcover
- 256 pages

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4 of 4 people found the following review helpful.

GREAT BOOK!!!!

By BJK

This book is really awesome, the only thing I wish you had a little more on funding because entrepreneurs, do need funding and where to get because banks don't usually give business money if your a startup but everything in this book is excellent and well written!

0 of 0 people found the following review helpful.

Lessons for Anyone....and All Ages

By cmpapp

Ryan Blair writes from the heart about his life and his business, including being extremely open about his private life highs and lows. Even though Ryan is an extremely successful businessman, the challenges he has faced are easily recognized by anyone. His love of family and his drive to be his best are qualities that stand out, and he describes in detail how those qualities helped to take him from rock bottom to success....over and over again. This is a book that I would recommend for young adults who are just beginning to identify their strengths, desires and lifelong goals. Ryan shows you how important it is to take responsibility for yourself, for your time, and for your work ethic. "When you're at the bottom, you have to quit digging. You have to have tough conversations with yourself and learn to fight your way out of your own holes." Love it!!!

0 of 0 people found the following review helpful.

Real Raw Straight No Chaser,, Ryan Blair Goes All In with #RB2RS

By Amazon Customer

This #RB2RS book by Ryan Blair is sure to become a must have for every new and old entrepreneurs and dreamers alike... Straight forward real and raw,, Ryan goes all in with this one. Disclaimer: This is not your childrens fairy tail where the princess and the knight rides off in a happy sappy fairy tail ending. This is about taking everything that you have experienced up until this point in your lif,, the good the bad the pretty and the ugly, and turn it all into your moment to go from Rock Bottom To Rock Star,, this is your moment and RB2RS gives you the direction inspiration and motivation in order to make it so.... Marquis J

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