



Good Luck: Creating the Conditions for Success in Life and Business

By Alex Rovira, Fernando Trias de Bes



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Good Luck is a whimsical fable that teaches a valuable lesson: good luck doesn't just come your way—it's up to you to create the conditions to bring yourself good luck. Written by Alex Rovira and Fernando Trias de Bes—two leading marketing consultants—this simple tale is universally applicable and uniquely inspirational. *Good Luck* tells the touching story of two old men, Max and Jim, who meet by chance in Central Park fifty years after they last saw each other as children. Max achieved great success in life; Jim sadly did not. The secret to Max's success lies in a story his grandfather told him long ago. This story within a story has a tone reminiscent of the classic *The Alchemist* and shows how to seize opportunity and achieve success in life. In a surprise ending, *Good Luck* comes full circle, offering the reader inspiration, instruction, and an engaging tale.

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Editorial Review

From Publishers Weekly

This charming, easy-to-read volume explains the difference between luck, which "doesn't last long, because it does not depend on you" and Good Luck, which "is created by each of us: that's why it lasts forever." In friendly, fairy tale style, the authors tell a story of two knights seeking to find a magic four-leaf clover in an enchanted forest, and along the way impart wisdom about making one's own luck. The allegory is peppered with "Rules of Good Luck" and other mantras that manage—most of the time—to ring true. The knight who makes his own luck and ultimately succeeds, of course, is the one who sees obstacles and challenges, not insurmountable impediments, and who works to overcome them intelligently. He creates new conditions, seeks to help others, is unafraid to take action, doesn't give up and realizes that opportunity is always out there. The story is inspiring, and a series of quotes from celebrities and sages near the end reinforces the idea that success comes from learning how to make one's own luck.

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Review

“...close to notching up worldwide sales of one million in countries as varied as Germany, Indonesia and North Korea...” (*The Guardian*, 26th September 2004)

Review

The International Best-Seller That Has Swept Europe--A Simple Yet Powerful Tale About How to Seize Opportunity and Achieve Success in One's Life and Work

“Heartwarming! It will be a classic. I think it will fascinate both adults and children, much like *The Little Prince*.”

--Philip Kotler, author, *Marketing Management*

You won't have much good luck if you do the wrong thing. This book make that all-important thing eminently clear”

--Jack Trout, management guru and coauthor, *The 22 Immutable Laws of Marketing*

“This book is telling and revealing. It clearly shows why some and not all have success in life. Good luck is the secret.”

--Marco Jesi, president, Pepsico Europe

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