

(continued from front flap)

- Entirely unaffected by the economy, stock market, competitors, or technological innovation
- Having more fun with less effort than you've ever experienced
- Doing only what you love to do—all day, every day
- Watching as amazing results come your way, without having to "make it happen"

It may sound unbelievable, but it's entirely possible. You *can* do it—if you open your mind and embrace the strategies in this book. *Busting Loose from The Business Game* leads you into a New Business Game filled with results and satisfaction beyond anything you've ever imagined possible. Read on . . . and bust loose!



Photo: Carl Studda

ROBERT SCHEINFELD is the *New York Times* bestselling author of the Wiley titles *Busting Loose from The Money Game* and *The 11th Element*, as well as *The Invisible Path to Success*. For more than twenty years, he has helped people in more than 190 countries create extraordinary results in less time, with less effort, and with much more fun. His passion is helping others bust loose from their limitations so they can create and enjoy their ideal lifestyle.

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ARE YOU READY TO PLAY THE "NEW" BUSINESS GAME?

Hallmarks of the "old" business game:

- Get results, no matter what price you pay
- Vulnerability to people and forces beyond your control
- Scarcity
- Endless to-do lists
- Fear, stress, pressure, and constant struggle

Hallmarks of the "new" business game:

- Extraordinary results without paying a price
- People and outside forces aligned to support you
- Abundance
- To-do lists that get completed effortlessly
- Fun, joy, calm, and relaxation

Don't just "think outside the box"—dynamite the box and leap into The New Business Game

"The picture Robert paints for you in the pages that follow may surprise, delight, and excite you in what you instantly recognize as extremely positive ways. It may also shock you, disturb you, and seem unbelievable or even crazy to you. Regardless of what your reaction may be, initially and over time, this book will open your eyes to many new possibilities. It will stretch and challenge you in powerful ways and open new doors of opportunity for you."

—From the Foreword by John Assaraf, *New York Times* bestselling author of *The Answer*

"I approach business no longer from a perspective of scarcity but from abundance. I see the game of business not as war, where any opposition must be wiped out, but as a game in which each player is in a dynamic interplay of offense and defense."

—Karl Edmunds, *Managing Principal, DMG Financial*

BUSTING LOOSE
FROM THE BUSINESS GAME

SCHEINFELD

NEW YORK TIMES BESTSELLING AUTHOR

BUSTING LOOSE

from The BUSINESS GAME



MIND-BLOWING STRATEGIES FOR RECREATING
YOURSELF, YOUR TEAM, YOUR CUSTOMERS, YOUR
BUSINESS, AND EVERYTHING IN BETWEEN

ROBERT SCHEINFELD

\$24.95 USA/\$29.95 CAN

The Business Game—and how you can win!

Are you a business owner, manager, or employee who struggles with:

- Taxes, cash flow, sales, and profits
- Marketing and advertising effectiveness
- Hiring, motivating, and managing talent
- The economy, stock market, and competitors
- Bosses, boards, stockholders, and partners
- Never-ending to-do lists and sacrificing your quality of life to succeed?

If you answered "yes" to any of these, you've been playing The Business Game and suffering the consequences. Even if you're rolling in profits right now, there are hidden costs you're paying to earn that money—money that's always at risk.

You learned "the rules" and you've been faithful to them, thinking you can win. But you can't really win The Business Game, because it's *designed* to be unwinnable—that is, as long as you play by the rules you were taught. The only way to truly win is to bust loose from the "old" game and start playing a new game with a new set of rules.

This book helps you discover who you really are, what you're really capable of, and how you can tap new sources of power, wisdom, and abundance to radically transform your experience in business. When you bust loose from the old game, you'll suddenly be playing a new game:

- For the sheer pleasure of playing, with no worries about sales, marketing, profits, cash flow, taxes, other people, or personal income

(continued on back flap)