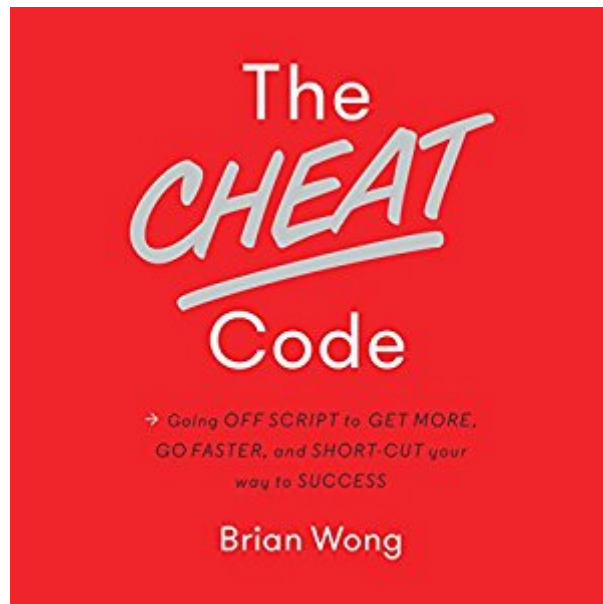


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# The Cheat Code: Going Off Script To Get More, Go Faster, And Shortcut Your Way To Success



## Synopsis

Have you ever noticed that there are certain people who seem to get ahead just a bit faster than everyone else? You know, the types who always seem to be a bit ahead of the curve, to get noticed a bit more, and to achieve their goals a bit more quickly than the rest of the pack? And have you ever noticed how much this small edge can matter and the outsized impact it can have on the trajectory of their careers? Twenty-four-year-old entrepreneur Brian Wong is one of these people, having graduated from college by age 18, having raised \$24 million in venture capital to start his own company before he turned 25, and having grown that company into a global mobile advertising giant in just four years. His secret? The Cheat Code. Wong believes that most people - even creative people - have a tendency to follow a script, to do things the way others do them simply because that way works. But therein lies the secret at the heart of the Cheat Code: Anyone can easily shortcut his or her way to success simply by going slightly off script, by doing things just a little differently from everyone else. Here, Wong unlocks the power of the Cheat Code through 71 bite-size and virtually effortless shortcuts to get a leg up on the competition, garner attention for ourselves and our ideas, and accelerate our success. For example: Cheat #7: Don't Ask - Announce Cheat #16: Know Your Superpower! Cheat #32: Make Boldness Your Genius Cheat #47: Know Who's the Boss Cheat #49: Get a Trademark Haircut Cheat #51: Use Exclamation Points Cheat #55: Focus on What Won't Change Cheat #71: Imagine, What If? No matter where you aspire to go in your life or career, The Cheat Code will help get you there - faster.

## Book Information

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## Customer Reviews

This book alternates between interesting content and annoying, self-indulgent narcissism. Try this: Write a sentence using "œl" and "œme" four times. It's hard, unless you are this author and you have no editor (clearly no editor has ever looked at this book!). Here are some samples from page 117: "œl hate wasting time so much that on the flight over, I got pissed at myself at even heading for Rome because I've already been there, and what I love most about traveling is seeing new places." (four "œl" plus a bonus "œmyself.") "œSo I was annoyed not only because I was going somewhere I'd already been but also because I was coming for just one event, without my usual packed agenda, so it felt as though my time was being doubly wasted." (four "œl" plus two "œmy." See what I mean about no editor?) Much of the book reads that way. It's a shame, because the author does make some useful points. The chapter "Make Other People Feel Smart" is a good example. Remarkably lacking the annoying self-aggrandizement that permeates most of the book, this chapter describes a tactic that Apple has used for many years to sell its products. Other useful chapters include "Focus on What Won't Change" and "Tie Yourself to a Greater Vision." Alas, less than a third of the book contains this type of insight, while the rest reads like this: "Part of my personal brand now is that I don't wear the same outfits that everyone else wears---not for the sake of making a statement, but just because I wear whatever I want to wear (which I suppose is a statement in itself, but an authentic one.) If I'm going to a big meeting where everyone's going to be in a suit and tie, I'll come in wearing a blazer or polo or whatever---cool shoes, cool socks.

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