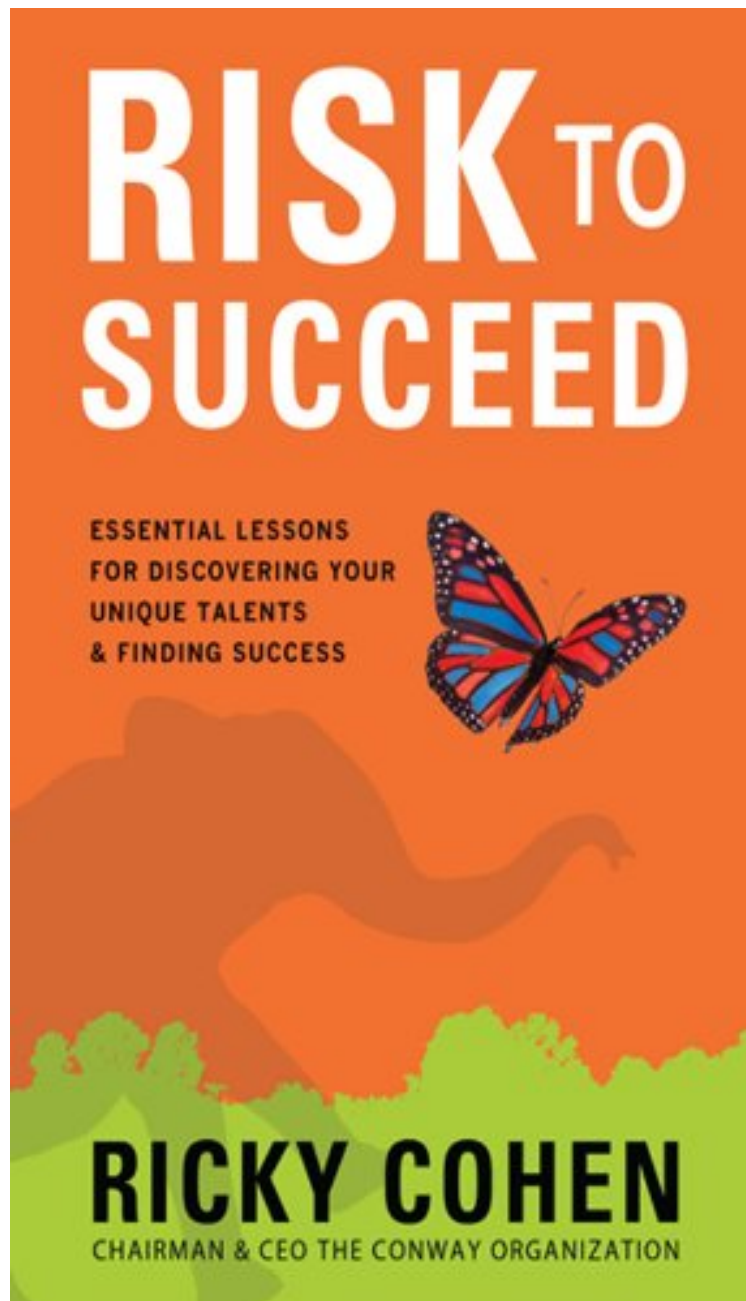


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Risk to Succeed: Essential Lessons for Discovering Your Unique Talents and Finding Success

Ricky Cohen

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Ricky Cohen : Risk to Succeed: Essential Lessons for Discovering Your Unique Talents and Finding Success

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Risk to Succeed: Essential Lessons for Discovering Your Unique Talents and Finding Success:

0 of 0 people found the following review helpful. Deep life messages and real practical advice wrapped up in a cute easy to read parableBy Racquel AshkenaziThis book has earned a permanent place on my nightstand along side a small handful of books that have truly spoken to the depths of my soul! I've read hundreds of self help books but few have made such an impact on me. The morning after I finished this book I woke up earlier and more excited than I've been in a long time! This book reminds you that life is a precious gift that you shouldn't take for granted. It challenges you to take risks to fulfill your true potential and it convinces you that it is possible despite what you've always believed before. Truly life changing!0 of 0 people found the following review helpful. A game changerBy D. AshkenaziThe inspirational value alone is worth 5 stars. While I'm not a "parable" kind of guy this book achieves its purpose and lays the seeds for serious change in one's professional-and personal - life.As valuable -if not more so - are the pieces at the end of the book- especially the one titled "Cross The River". It is a reminder that there is no "missing the train" on pursuing a fuller life.Touching, compelling, inspiring are the key words for this wonderful book. Do yourself a favor, buy the book and keep it around for rereading - it gets better as it builds on the effect it has on you the first.0 of 0 people found the following review helpful. Decent. It doesn't live up to the content of ...By Cody ColvinDecent. It doesn't live up to the content of Ricky's motivational seminars- the majority of the text is based upon the parable which is only moderately effective. It would be reduced to 20 pages if the author removed the interactions between the elephant and the butterfly. I was hoping for an in-depth look at Ricky's principles- instead, it's a children's book catered to adults.

A NEW BUSINESS PARABLE FOR OUR TIMES According to the laws of the jungle, a baby elephant can survive only if it stands on its own in the first few hours after being born. These laws also apply to your own survival--and ultimate success--in the business world today. From Ricky Cohen, educator, entrepreneur, and renowned CEO of The Conway Organization, comes an inspiring new business parable for our unprecedented times. It is the story of a young elephant named Bella who is not content to move with the herd. She longs to venture out on her own. Searching. Exploring. Making her way in the world. Soon she forms an unlikely friendship with a colorful butterfly named Cee, who teaches Bella the importance of taking risks and other essential lessons--timeless "laws of the jungle" that you can apply to every aspect of your life: "Life begins with courage." "Smart is the new rich." "Stumbling is a gift." "What you seek lies within you." "Believe in life: Always." and much more...; Whether you're an entrepreneur with a dream, a manager on the rise, or a leader with a vision, this charming and insightful parable will guide you on your way through life's greatest journey. This is the way to Risk to Succeed. Includes a self-revealing Mirror Test, morning writing exercises, and the 4 Questions to Jungle Life. Praise for Risk to Succeed "I read it in one sitting and couldn't put it down! There's not a person out there in any walk of life who won't benefit from the message of Risk to Succeed. Truly an owner's manual for life!" -- Judi Franco, host of The Dennis and Judi Show, NJ 101.5 FM "Yes, you can have it all. This book gives you a path to achieving it all. No excuses are acceptable. Get out and reach for the stars and fly." -- Joseph Shamie, CEO and President, Delta Children's Products "[Ricky Cohen] challenges many of our excuses for not achieving our own personal greatness in a playful yet thought-provoking way. . . . A fun read to put you on the road to achieving all you can in life." -- Jesse Sutton, CEO, Majesco Entertainment "Ricky Cohen adeptly captures the essence of what it takes to be a success in the business world and seamlessly transfers it to the reader. . . . A must for all prospective entrepreneurs." -- Stanley S. Schrem, M.D., F.A.C.C., Assistant Clinical Professor, The NYU-Langone Medical Center, and Vice President of The New York Medical Associates P.C. "[A] fantastic blueprint for success in all the dimensions of one's life." -- Abe D. Tawil, Professor at CUNY Baruch College, MBA, MA, MD, JD

About the AuthorRicky Cohenis a successful businessman, entrepreneur and educator. After graduating Cum Laude from New York University, Cohenquickly assumed the leadership role in what was then a small family business. By successfully combining the tools learned in the classroom, wisdom datingback thousands of years, and a strong penchant for risk taking, Cohen grewConwayStoresfortyfold innbsp;sales and profits innbsp;less than a decade. Cohen is a dynamic and exciting speaker and motivator. Over the last three decades, Cohen has educated thousands of men and women - empowering the will, inspiring the mind, and providing the skills needed for individual and career success. The "Risk to Succeed" workshophas been implemented by entities ranging from community organizations to industry leaders, like Chase Bank and the United States Navy. Cohenis currently Chairman and CEO of The Conway Organization and servesin a leadership role on several community and educational not for profit organizations. Cohen lives in Brooklyn, New Yorkwith his wife Jamie and their children.