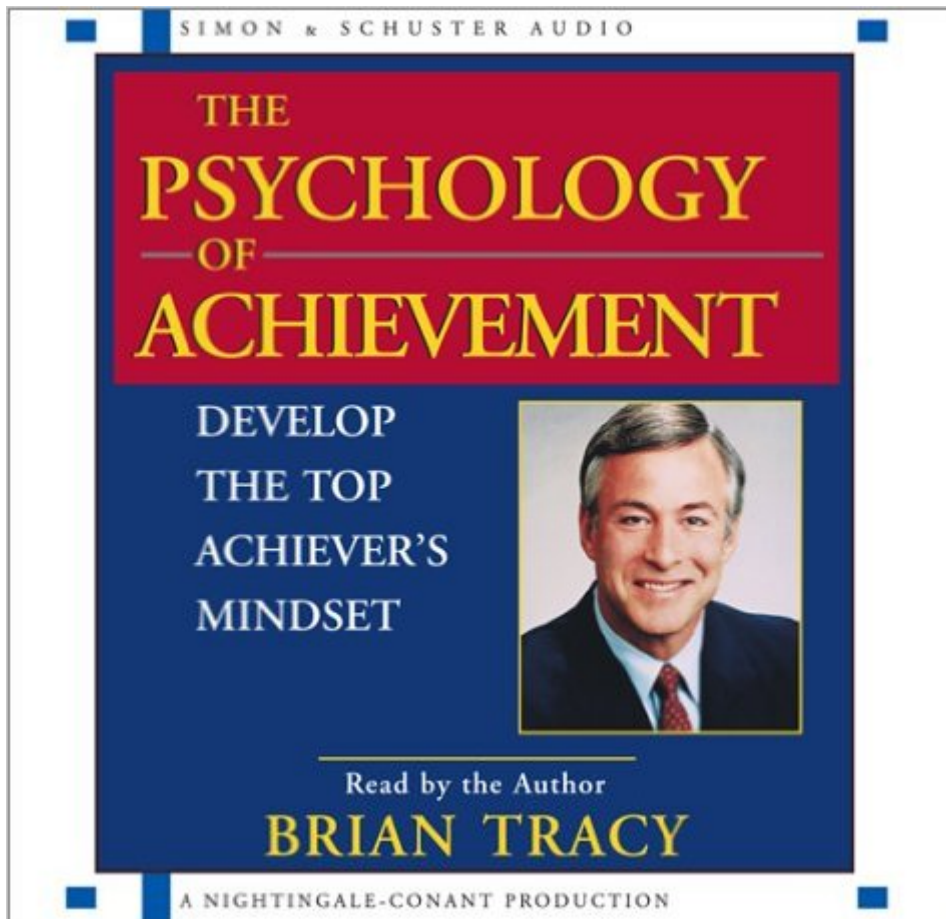


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# The Psychology Of Achievement



## Synopsis

Success can be yours with Brian Tracy's *The Psychology of Achievement*. Develop the top achiever's mindset. The world's foremost producer of personal development and motivational audio programs offers an inside look at the thinking that leads to great achievement. Drawing on the work of leading psychologists and behavioral researchers, Brian Tracy -- America's "success mentor" -- demonstrates the attitude, deep self-knowledge and pin-pointed goals that are important factors in achieving great success. He'll help you identify your own "area of excellence" and master the tools that make each achiever tick, including: How to sharpen your natural intuition How to increase your brain power How to change thoughts from negative to positive How to break bad habits quickly and painlessly Packed with practical advice that lead to extraordinary results, *The Psychology of Achievement* will help you use every ounce of your potential

## Book Information

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Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (62 customer reviews)

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## Customer Reviews

This abridged tape set is good enough to give you powerful information. You will learn many of Brian Tracy's powerful strategies for success. Play it in your car. I recommend the book *Maximum Achievement* on which this tape program is based and the unabridged 6 audio tape set by Nightingale-Conant which is more complete.

I came upon hard times and was looking for a way to improve my mindset. Didn't have the energy to read, so found this Title used through [Amazon](#) and thought while I drive it would be better to listen to this than mindless music. It has been a transforming experience. As I listened, I realized how I was

self-defeating myself and how badly I needed to change my attitude. The tape goes into detail with examples and the narrator's voice comes across with knowledge and a real feeling of wanting to share his insights from a great deal of research. I have since made some amazing changes to my life such as lose 52 pounds and run in the NY City Marathon, and I never, ever dreamed I could. This tape has lead to me to purchase many other tapes to listen to as I drive. It's great, it an education while sitting in traffic and you don't mind the traffic nearly as much. I will say that I have listened to many tapes now, but this one really has been the most valuable. It is ashame it may get lost among the thousands of tapes and books out there on Self-Improvement.

I have carefully listened to the two audio cassettes by Brian Tracy several times in my car whilst in the traffic congestion of Nairobi, Kenya whilst going to and from work. Not only does listening to the cassettes take my mind off the stress and time wastage in the traffic jam but this has also provided me with exceptional insights into how I can sharpen my mind and prime my attitude and behaviour to enable me to be a top achieve that I now am. Brian Tracy is an excellent speaker and gifted scholar. He has helped me to identify my strengths and develop these into areas of excellence. Since I started listening to Brian's tapes, I realized that I have a talent in good writing skills and a passion for aviation. By combining these two skills, I have written and published my first book entitled "African Airlines in the Era of Liberalisation", available at [...] and soon to be available at [www..com](http://www..com). I have also learnt to break some of my negative habits that include negative thoughts and ineffective use of my time and can now confidently claim to be a high flyer. Brian has positively changed my life and I believe he can do this to anyone else who follows his guidelines. I recommend others to try these audio cassettes for themselves. Now, when I feel some negative thoughts or self-doubt creeping back into my life, all I do is to again listen to the cassettes and these unproductive and destructive feeling are wiped out of my mind. I have found the cassettes to be constant companions that I can consult at will and never fail me.

This CD is very powerful. I typically read a book or listen to a tape looking for one or two great ideas. This CD has more than I can count and every time I listen to it I pick up on something new that is useful. To become successful and self actualized you must know how to achieve these things. This is a great guide that will help you unlock your full potential. As a note, this CD doesn't delve into spirituality and the power of God. If you are a spiritual person a good compliment to this book is 7 Steps to Living Your Best Life Now by Joel Osteen.

I have listened to self development programs for many years. I have listened to Tony Robbins, Denis Waitley, and Jim Rohn and no question, Brian Tracy is the BEST. He is intelligent, articulate and you will not hear any cliches or over-hyped silliness, or annoying speech patterns with Brian. He just talks to you like a real person. I owe much of my success and the success path I am on now to Brian Tracy and his concepts.

I purchased the cassette series a while ago and listened to the first tape and wasn't that impressed. Brian kinda lost me on the "I LIKE MYSELF" affirmations. To me it was just a little too touchy-feely. Thankfully I just recently listened through the rest of the tapes and am very pleased with the overall content. I am definitely planning to listen to it again. And next time I will take notes during the program. The set covers everything from child/adolescent development issues, parenting, work, friendship, relationships in general, work, life, happiness, spirituality, etc. It is amazing how many different areas are covered with these (6 or 8?) tapes. What I found most helpful with the tape series is there is a section on goal-setting. Specifically how to figure out what you want. And with me I always have a harder time figuring out \*what\* goals I want, not with achieving them. Brian shows a framework and method of figuring out what your goals should be, then describes tools to pursue them. I have gone through many many courses, seminars, tapes, books, and his method is the most cohesive I've run across. All in all this is a very worthwhile tape series. There is something there for everyone. And it's arranged in a progressive manner, which helps lay out the thinking, planning, etc. Although for me, some parts were a little too touch-feely. Still highly recommended.

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