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Crunch Point: The 21 Secrets to Succeeding When It Matters Most

Brian Tracy
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It doesn't matter who you are, what industry you work in, or how well run your company is: from time to time, everyone is hit with a moment in which setbacks suddenly occur, crises arise, and unexpected problems emerge. In these moments - "crunch points" - the difference between success and failure comes down to how well one handles the pressure. In "Crunch Point", success expert Brian Tracy shows readers how they can not only survive the most stressful and difficult of situations - but thrive in the face of tremendous pressure and come out a winner.

..".The ideas presented are well and concisely addressed... The book is worth the price of the assurance you need." - "Inland Empire Business Journal" "First, the ideas presented are well and concisely addressed. Second, if you are one of the business owners or executives facing a crunch point, there is reassurance in learning that you are not the first to face a business crisis, and that there are ways out of the problems you face if you address them with dedication, imagination, and persistency. In the long run, the book is worth the price of the assurance you need." -"Inland Empire Business Journal" .."a quick and enjoyable read, chock full of practical suggestions." -"The School Administrator Magazine" .."you can breeze through it in little more than the time it takes to fly from New York to Chicago.."" - "Frequent Flyer Magazine" """Life and business have unavoidable and inevitable crises. These are what Brian Tracy is writing about in Crunch Point. Let him be your guide out of the maze. He's been there, done that, and has good advice."" -- Ken Blanchard, coauthor, The One-Minute Manager and The Secret: What Great Leaders Know -- And Do ""It's not how far you fall but how high you bounce! Crunch Point shows you how to bounce back quickly from any problem or reversal."" -- Lee Iacocca, The Iacocca Foundation ""Amazing! Here in one small book are the lessons of leaders throughout the ages in dealing with sudden and unexpected setbacks. Brian Tracy shows you how to get control, take charge, and counterattack successfully, no matter what happens."" -- Harvey Mackay, author of the #1 New York Times bestseller, Swim With the Sharks Without Being Eaten Alive ""No one in business today -- be they manager, owner, entrepreneur, or professional -- can escape problems, challenges, or setbacks. Brian's book provides the 'shot-in-the-arm' of proactive reality we all so critically need in today's treacherous business environment."" -- Jay Abraham, author of Getting Everything You Can Out of All You've Got ""One day a crisis will come -- this is inevitable. Crunch Point shows you how to deal with it! Great coaching for our biggest challenge! No one gives more practical and useful advice than my friend, Brian Tracy!"" -- Marshall Goldsmith, world-renowned executive coach and thought leader; co-editor or author of 22 books, including Global Leadership: The Next Generation and What Got You Here Won't Get You There. ""They say whatever doesnrsquo;t kill us makes us stronger. That may be true, but it sure helps to have a plan of action that makes certain we get to that stronger place. This book is that plan, and there is no expert more skilled in the field of maximizing your results in the midst of professional and personal struggles than Brian Tracy."" --Joe Polish, Founder, Piranha Marketing, Inc. ""This book shows you how to take charge, gain control, and deal with any problem personal or professional that life throws at you!"" -- Jack Canfield, co-author of the ""Chicken Soup for the Soul(R)"" series and ""The Success Principles(TM)."""" About the Author Brian Tracy is one of the world's top speakers and a leading business and personal success consultant who has trained more than 2 million people over the last quarter of a century. His San Diego-based firm, Brian Tracy International, has affiliates across the United States and in 31 other countries. He is a best-selling author whose previous books include Focal Point, Eat That Frog!, and Create Your Own Future.