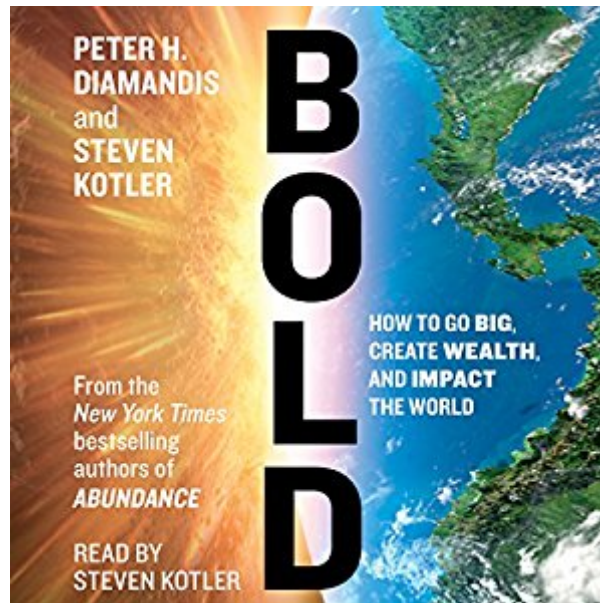


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# Bold: How To Go Big, Make Bank, And Better The World



## Synopsis

Bold is a radical, how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools to create extraordinary wealth while also positively impacting the lives of billions. Exploring the exponential technologies that are disrupting today's Fortune 500 companies and enabling upstart entrepreneurs to go from "I've got an idea" to "I run a billion-dollar company" far faster than ever before, the authors provide exceptional insight into the power of 3-D printing, artificial intelligence, robotics, networks and sensors, and synthetic biology. Drawing on insights from billionaire entrepreneurs Larry Page, Elon Musk, Richard Branson, and Jeff Bezos, the audiobook offers the best practices that allow anyone to leverage today's hyper connected crowd like never before. The authors teach how to design and use incentive competitions, launch million-dollar crowdfunding campaigns to tap into tens of billions of dollars of capital, and build communities - armies of exponentially enabled individuals willing and able to help today's entrepreneurs make their boldest dreams come true. Bold is both a manifesto and a manual. It is today's exponential entrepreneur's go-to resource on the use of emerging technologies, thinking at scale, and the awesome impact of crowd-powered tools.

## Book Information

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## Customer Reviews

There is no doubt in my mind that Peter and Steven have done some extraordinary things with their lives. This book, however, is not one of them. There are three parts to the book. Part One covers exponential technology. If you're familiar with AirBnB, and have read an article on Artificial

Intelligence, most of this will not be new information to you. Part Two covers the mindset of bold leaders. If you have never read an article about Jeff Bezos, Elon Musk or Richard Branson, you can find those here. Part Three is entirely related to crowdsourcing and crowdfunding. If you have working knowledge of 99Designs, Kiva, or Kickstarter, you're probably all set. This book is trying very hard to do everything and does not succeed. In fact there are a few blatant errors along the way. On page 126 the authors highlight a glass bottom plane as an industry "first." How did an April Fool's joke make it into this book as fact? They also repeat the same quotation within a few pages of each other. "This isn't just plumbing and pest control. We've got PhDs on the site. I've seen both quantum physics and aerospace jobs handled perfectly." This snippet appears both on page 150 and 158. Who edited this book? I am a firm believer that in this life I should aim to contribute, rather than criticize. I suppose my contribution is to you, a potential reader, to strongly consider if this book is what you are looking for before you add it to your cart.

The book is a motivational book and it is done in a bold way. If you are following the technology trends, you'd see there's nothing you haven't heard of. If you are not quite tech savvy, you will be wowed by the authors' mesmerizing descriptions of the exponential technology evolution. However, with every example of amazing technology success, the authors omit the thousands of failed companies that are as innovative. They failed not because of lack of bold visions and actions. So be it! Let the authors focus only on the positive news and ignore the negative ones. The book was promoted as a "how to" book. I would love to know the how-to's to recreate the successes mentioned in the book. I think the authors failed miserably on providing the how-to's that are beyond any traditional how-to books: have a mission statement, stay around positive people, be persistent ... really nothing new. Since there aren't any practical breakthrough how-to's in this book, I can summarize the entire book in two words, "Think Big!" This book motivates you in a unique way to think big. You might say there are a thousand books telling you the same thing. You are right. I am not being negative, since this book tries to prevent such comment by indicating that if you don't think the way this book tells you to think, you are not on the right mindset. I am quite a positive person, but this book is just too Pollyanna for me. When I got to the last part of the book, then I realize why the authors tried to hype up the golden opportunity. Read on... Success can't just come from thinking big. You need character, emotional intelligence, relational skills, integrity, etc. The Chinese sages say that you need three things to be successful: the opportunity of God (some may call it "luck"), the benefit of environment, and the cooperation of people (including personal character). That was said 2500 years ago. The author makes it sound like we are at the best of time for exponential success.

In fact, for someone who has the character, anytime is the best time. For one who doesn't have the character, any success is a curse. For those who love deeper philosophy, you would find this book an epitome of the superficial society. For those who are addicted to motivation, this book gives you a fantastic puff of daydream to get high. Why did I still give it three stars? With all its shallowness, this book is still well done. Just like a glamorous magic show (e.g. of David Copperfield), you know it's all fake, but you still love the mesmerizing production and entertainment. Even though this is a book of BOLD air, it is packaged in a golden wrapping paper. The author has even got President Clinton involved. For such magic, I have to give him the credit. Ultimately, by the end of the book, I found out that this book is actually a promotional material to bring your attention to the author's \$10,000 motivational event called "Abundance 360." In the Afterword: Next Steps--How to take Action, the author urges you to join his expensive programs and services, to seize the golden opportunity the book has hyped up. Once the book gets you into the dream of possibly becoming a "billionaire in 18 months," their coaching fees sounds like a small change. I don't have any issue with the price point as long as it provides the equivalent value and results. However, the book doesn't convince me that I will get much value out of those services other than information and motivation, which nowadays is a dime a dozen.===== UPDATE 02-12-2015===== Just would like to add value to those who are reading this review: I received a new book for review a couple of days ago which is somewhat in the same vain of this book about futuristic enterprises, but that book spends only a few pages hyping the golden opportunity but the rest of the book is completely filled with practical applications that you can put to action immediately for your company, instead of just a bunch of BOLD air. Please note that I have no association with the book or the authors. I am sharing with you because right at this moment, I am using that book to design new ventures for my organization. The book is:Â Lean Enterprise: How High Performance Organizations Innovate at Scale. Plus, that book doesn't sell you anything at the end.

Love this book. It is inspiring and has changed the way I will run my current business this year and sorted out our ways to launch our new one. Very grateful to the authors for sharing all of this information.

I read / listen to about 30 books a year and the best of those I share with our clients and prospects -- we've already purchased 100 copies for our best prospects, with a hope that we can help inspire some BOLD new ideas for their current vision. This is a great book that engages the imagination and spirit of what's possible. While the examples covered did not necessarily provide new

information (as other reviewers have pointed out), they do provide solid proof points for how those that have achieved the seemingly impossible have done it. The sky really is the limit and this book does a great job at making the case for why the future will only continue to accelerate exponentially. I really liked the framework around the six Ds. In particular I found the concepts of dematerialization and demonitization particularly powerful, and concepts we will certainly weave into our own strategic framework as we strive to realize the potential of exponential entrepreneurialism.

Wow. My brain feels full after reading AND listening to this. It's a great primer for areas you should look to get into for the future, and a way to think about how to bring value to the future. There are a few unsettling things in here--even for someone who loves change like myself. BUT, you're certainly better off knowing about these things now. It's also invaluable for starting a big, bold business or venture. Only a select few complaints (but still the 5 star review): The reader on the audio, Kotler, just sounds arrogant. That's a judgement call. But that's how it felt. It also seemed to end abruptly. No neat summary or admonition to go and be bold. Lastly, the section on contests seemed a little long-winded, but I guess that's great if you're going to hold a contest and need detailed advice. Still--a fantastic, thought provoking book.

Fantastic book, I got the audible version. I love this book, it has really expanded my thinking. The more I listen to this the more I am amazed that some other reviewers felt like it was no big deal. This has changed the way I think which not many books have done in this way. As a business owner always looking for better ways it is a game changer for me. Lots of amazing stuff going on out there that I was clueless about.

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