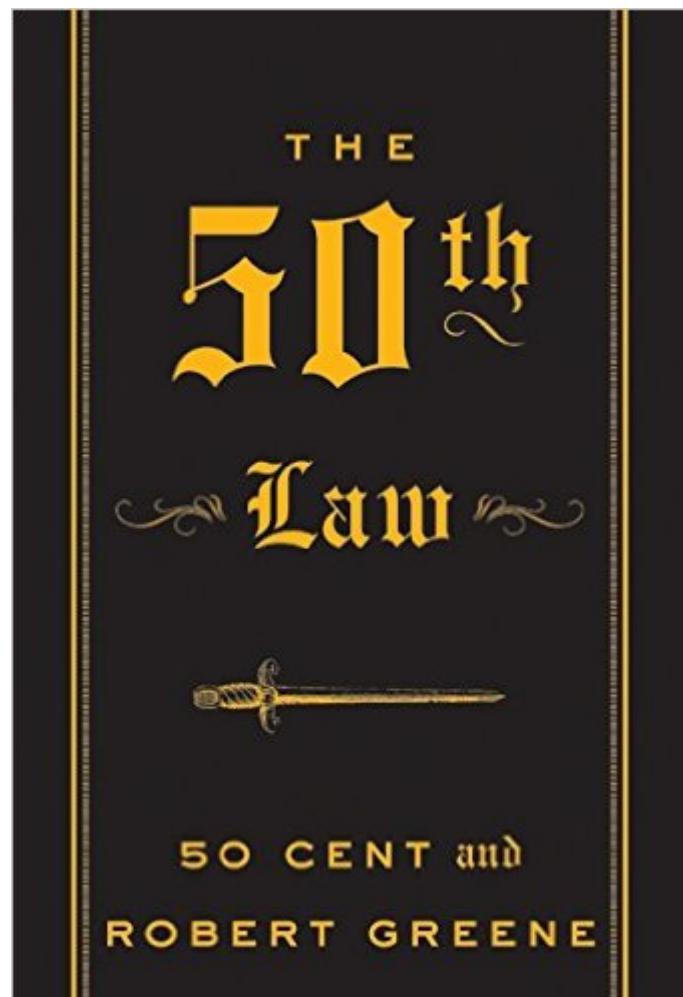


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# The 50th Law



## Synopsis

In The 50th Law, hip hop and pop culture icon 50 Cent (aka Curtis Jackson) joins forces with Robert Greene, bestselling author of The 48 Laws of Power, to write a âœbibleâ • for success in life and work based on a single principle: fear nothing. With stories from 50 Cent's life on the streets and in the boardroom as he rose to fame after the release of his album Get Rich or Die Tryinâ™, as well as examples of others who have overcome adversity through understanding and practicing the 50th Law, this deeply inspirational book is perfect for entrepreneurs as well as anyone interested in the extraordinary life of Curtis Jackson.

## Book Information

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Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (425 customer reviews)

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## Customer Reviews

Robert Greene has created a powerful book that will likely be misunderstood by most or discounted by many because of the co-author and his past, this will be a big mistake. In my opinion Robert Greene has taken a fearless step by choosing to cast 50 Cent as a modern day hip hop Napoleon, while I see the correlation, I'm not sure I'd go quite that far. The 50th law is about two topics near and dear to my heart, fearlessness and hustle. In this case the term hustle is used to describe the street hustling tactics and the criminal endeavors of 50 Cent, what you can't overlook is that much of what 50 Cent did was in fact criminal and had no socially redeeming qualities. That said, he showed amazing insight for a child with little education other than that received from trial and error and other hustlers. He showed an intuitive grasp of core concepts of power, of strategy, and of outright manipulation. Robert discusses those tactics in great detail and in a very interesting way, the text is incredibly motivating. I constantly found myself wondering what I might do if I applied the same kind

of hustle in an ethical, legal way to my existing business and kept coming back to the same conclusion, the business would grow and my competitors would be impacted. The key ideas in the book are:

1. Intense Realism - A very candid look at the value of seeing things as they are
2. Self Reliance - A look at making everything your own and controlling yourself and your surroundings
3. Opportunism - Finding the value in negative situations and making the best of ever situation while turning it to your advantage
4. Keep moving - Move with the chaos, don't give others a chance to pin you down, change your appearance to fit the environment
- 5.

Being a fan of Robert Greene (I often consult his works for advice), I was delighted to get my hands on his fourth book. It looks quite unusual, with a leather-look cover and gold pages one could mistake it for the Bible. This is Robert's first collaboration and a surprising one at that, with rap-mogul 50 Cent. 50 embodies the rags-to-riches myth, and with such an unusual life, he has - a lot - of stories to share. In addition to historical examples, Robert uses a living person as his main inspiration, and this makes the book feel more modern and alive. 50's experience, coupled with Robert's razor-sharp analytical insight result in this 'Hustlers Bible'. The good stuff starts with the introduction, where the 50th Law is revealed on p.18: "The greatest fear people have is that of being themselves". This is no an empty proverb, the book very clearly explains its meaning. The main theme of the book is fearlessness. Robert and 50 mapped out ten common types of fears and the power one can obtain by overcoming them.

Full disclosure: I'm founder of Sonshi.com, the largest website on Sun Tzu's Art of War and where we interviewed Mr. Greene after he wrote "33 Strategies of War" and later "The 50th Law." But please understand this: We like his works so much we invited him, not because we invited him we like his work. Now to my review. First of all I'm an avid reader of nonfiction, specifically business books. Most business books I read are mediocre and sometimes so far from being realistic that they hold little practical value. The 50th Law is far superior to anything I have read in a long long time that I've decided to write a review here. Every paragraph in the book is PACKED with insights so profound yet clear that only someone with Robert Greene's knowledge and literary skill can pull it off. The powerfully useful concepts never let up from beginning to end (very rare in books -- most would taper off by the end). I took notes to highlight the good stuff but soon gave up because it was causing me to pause too darn often. Here is where I'm supposed to discuss the specific topics Mr. Greene discusses in his book such as: fear, having a learning mind, adapting to your environment, death, etc. But the 50th Law's depth, clarity, wisdom are impossible for someone of my caliber to

render in my own words without falling short in a tragic way. Anything I say would only shortchange the book. So I won't try. Trust me on this one, once you read this book, you'll know exactly what I mean here. OK just for balance, here are some caveats: If you happen to like lame self-improvement books by Kenneth Blanchard and his ilk, move along -- you will never grasp this book's genius.

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