



Wake Up and Live!: A Formula for Success That Really Works!

By Dorothea Brande

Download now

Read Online 

Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande

“Eminently sensible and practical.”– The New York Times Book Review

A true lost classic that can take your life to its fullest potential. What if you were promised a simple, 8-word formula that could turn your life around? Would you believe it? Would you try it? Here it is:

Act as if it were impossible to fail

This magic key is at the heart of one of the most persuasive self-improvement books ever published – a work that, while forgotten, rivaled the popularity of contemporaneous books by Napoleon Hill and Dale Carnegie. It was called *Wake Up and Live!*, written by Dorothea Brande, an enterprising Chicago journalist.

When Brande published *Wake Up and Live!* in 1936, the book soared to popularity, selling over 1,000,000 copies in years ahead. The book won so much acclaim that it became the sole work of mind-power philosophy ever to make it to the movie screen – and as a musical, no less. In 1937, 20th Century Fox released *Wake Up and Live!*, starring Walter Winchell.

Brande was a journalist and writing instructor by trade, best known for her enduring and thoughtful instructional book, *Becoming a Writer* (1934). That book, Brande explained, grew out of a period of bounding productivity in her career, which began with her discovery of one basic law of success. Brande’s formula was so simple and magical-seeming that it made people want to argue with her the moment she uttered it. But for many it worked.

Act as if it were impossible to fail.

Brande was a preternaturally sharp-eyed student of human nature. She detected among the vast majority of men and women a “will to fail.” This damning wish grew from a little-seen foible of human nature. We are, Brande insisted, more frightened of suffering humiliation than desirous of achievement. When fear and ambition clash, she argued, fear inevitably prevails. “The Unconscious dreads pain, humiliation, fatigue” Brande wrote; “it bends its efforts even more

ceaselessly to the end of avoiding pain than it does to the procuring of positive pleasures.”

Rather than risk rejection, people often self-sabotage: blowing deadlines, alienating allies, aimlessly procrastinating. Brande’s grasp of the psychology of failure brought her a “eureka” moment. After a lifetime of searching she had found the answer.

Act as if it were impossible to fail.

In *Wake Up and Live!* – a book that is as enjoyable as its formula is simple – Brande tells the story of her discovery and shows how her eight-word technique can be applied across different areas of life. With its observations about self-defeat, and its powerful idea for navigating around it, *Wake Up and Live!* is one of the most keenly argued and carefully observant works of practical psychology ever written.

[Praise for *Wake Up and Live!*](#)

“Eminently sensible and practical.” – *The New York Times Book Review*

“A simple and usable technique of living...All I want to do is to buttonhole each and every one of my friends and say, ‘You must read *Wake up and Live!*’” – Jean Starr Untermeyer

“Fascinating and exactly the spring tonic that most of us need.” – *Chicago Tribune*

“She made her own test with sincerity and faith, and her entire life was changed to one of overwhelming success.” – Earl Nightingale, *The Strangest Secret*

 [Download Wake Up and Live!: A Formula for Success That Real ...pdf](#)

 [Read Online Wake Up and Live!: A Formula for Success That Re ...pdf](#)

Wake Up and Live!: A Formula for Success That Really Works!

By Dorothea Brande

Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande

“Eminently sensible and practical.”– The New York Times Book Review

A true lost classic that can take your life to its fullest potential. What if you were promised a simple, 8-word formula that could turn your life around? Would you believe it? Would you try it? Here it is:

Act as if it were impossible to fail

This magic key is at the heart of one of the most persuasive self-improvement books ever published – a work that, while forgotten, rivaled the popularity of contemporaneous books by Napoleon Hill and Dale Carnegie. It was called *Wake Up and Live!*, written by Dorothea Brande, an enterprising Chicago journalist.

When Brande published *Wake Up and Live!* in 1936, the book soared to popularity, selling over 1,000,000 copies in years ahead. The book won so much acclaim that it became the sole work of mind-power philosophy ever to make it to the movie screen – and as a musical, no less. In 1937, 20th Century Fox released *Wake Up and Live*, starring Walter Winchell.

Brande was a journalist and writing instructor by trade, best known for her enduring and thoughtful instructional book, *Becoming a Writer* (1934). That book, Brande explained, grew out of a period of bounding productivity in her career, which began with her discovery of one basic law of success. Brande’s formula was so simple and magical-seeming that it made people want to argue with her the moment she uttered it. But for many it worked.

Act as if it were impossible to fail.

Brande was a preternaturally sharp-eyed student of human nature. She detected among the vast majority of men and women a “will to fail.” This damning wish grew from a little-seen foible of human nature. We are, Brande insisted, more frightened of suffering humiliation than desirous of achievement. When fear and ambition clash, she argued, fear inevitably prevails. “The Unconscious dreads pain, humiliation, fatigue” Brande wrote; “it bends its efforts even more ceaselessly to the end of avoiding pain than it does to the procuring of positive pleasures.”

Rather than risk rejection, people often self-sabotage: blowing deadlines, alienating allies, aimlessly procrastinating. Brande’s grasp of the psychology of failure brought her a “eureka” moment. After a lifetime of searching she had found the answer.

Act as if it were impossible to fail.

In *Wake Up and Live!* – a book that is as enjoyable as its formula is simple – Brande tells the story of her discovery and shows how her eight-word technique can be applied across different areas of life. With its observations about self-defeat, and its powerful idea for navigating around it, *Wake Up and Live!* is one of the most keenly argued and carefully observant works of practical psychology ever written.

Praise for *Wake Up and Live!*

“Eminently sensible and practical.” – *The New York Times Book Review*

“A simple and usable technique of living...All I want to do is to buttonhole each and every one of my friends and say, ‘You must read *Wake up and Live!*’” – Jean Starr Untermeyer

“Fascinating and exactly the spring tonic that most of us need.” – *Chicago Tribune*

“She made her own test with sincerity and faith, and her entire life was changed to one of overwhelming success.” – Earl Nightingale, *The Strangest Secret*

Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande Bibliography

- Rank: #346522 in eBooks
- Published on: 2013-09-12
- Released on: 2013-09-12
- Format: Kindle eBook

 [Download Wake Up and Live!: A Formula for Success That Real ...pdf](#)

 [Read Online Wake Up and Live!: A Formula for Success That Re ...pdf](#)

Download and Read Free Online Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande

Editorial Review

Review

“Eminently sensible and practical.”

– **The New York Times Book Review**

“A simple and usable technique of living...All I want to do is to buttonhole each and every one of my friends and say, ‘You must read *Wake up and Live!*’”

– Jean Starr Untermeyer

“Fascinating and exactly the spring tonic that most of us need.”

– **Chicago Tribune**

“She made her own test with sincerity and faith, and her entire life was changed to one of overwhelming success.”

– **Earl Nightingale, *The Strangest Secret***

About the Author

Born in Chicago, **Dorothea Brande** (1893-1948) was a widely respected journalist, fiction writer, and writing instructor. Brande is widely known for her enduring guide to the creative process, *Becoming a Writer*, originally published in 1934 and still popular today. In 1936, Brande published a masterwork of practical psychology, *Wake Up and Live!* The book entered more than 34 printings and sold over 1,000,000 copies. For many years, *Wake Up and Live!*, with its simple and sound advice for personal excellence, rivaled the popularity of contemporaneous works such as *Think and Grow Rich* and *How to Win Friends and Influence People*. This classic of self-improvement is back in print for the first time in many years with this new edition.

Users Review

From reader reviews:

Paul Delatorre:

This *Wake Up and Live!: A Formula for Success That Really Works!* book is just not ordinary book, you have it then the world is in your hands. The benefit you get by reading this book will be information inside this e-book incredible fresh, you will get info which is getting deeper a person read a lot of information you will get. This specific *Wake Up and Live!: A Formula for Success That Really Works!* without we know teach the one who reading through it become critical in pondering and analyzing. Don't end up being worry *Wake Up and Live!: A Formula for Success That Really Works!* can bring if you are and not make your case space or bookshelves' come to be full because you can have it with your lovely laptop even telephone. This *Wake Up and Live!: A Formula for Success That Really Works!* having great arrangement in word and also layout, so you will not feel uninterested in reading.

Mary Mohammad:

Here thing why this kind of Wake Up and Live!: A Formula for Success That Really Works! are different and reputable to be yours. First of all reading through a book is good but it really depends in the content from it which is the content is as yummy as food or not. Wake Up and Live!: A Formula for Success That Really Works! giving you information deeper since different ways, you can find any publication out there but there is no book that similar with Wake Up and Live!: A Formula for Success That Really Works!. It gives you thrill examining journey, its open up your own eyes about the thing this happened in the world which is might be can be happened around you. You can bring everywhere like in recreation area, café, or even in your means home by train. For anyone who is having difficulties in bringing the branded book maybe the form of Wake Up and Live!: A Formula for Success That Really Works! in e-book can be your choice.

Sylvia Grable:

Reading a book to get new life style in this yr; every people loves to examine a book. When you read a book you can get a large amount of benefit. When you read publications, you can improve your knowledge, simply because book has a lot of information on it. The information that you will get depend on what sorts of book that you have read. If you want to get information about your research, you can read education books, but if you act like you want to entertain yourself look for a fiction books, these us novel, comics, in addition to soon. The Wake Up and Live!: A Formula for Success That Really Works! offer you a new experience in looking at a book.

Jo Jordan:

As we know that book is very important thing to add our know-how for everything. By a publication we can know everything you want. A book is a set of written, printed, illustrated as well as blank sheet. Every year has been exactly added. This publication Wake Up and Live!: A Formula for Success That Really Works! was filled with regards to science. Spend your time to add your knowledge about your scientific disciplines competence. Some people has distinct feel when they reading a book. If you know how big advantage of a book, you can feel enjoy to read a book. In the modern era like now, many ways to get book which you wanted.

Download and Read Online Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande #8H67BNPMIOY

Read Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande for online ebook

Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande books to read online.

Online Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande ebook PDF download

Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande Doc

Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande Mobipocket

Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande EPub

8H67BNPMIOY: Wake Up and Live!: A Formula for Success That Really Works! By Dorothea Brande