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The Power of Starting Something Stupid

Richie Norton

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The Power of Starting Something Stupid Richie Norton
RICHIE NORTON is the author of the #1 Amazon download, *Résumés Are Dead and What to Do About It* as well as the popular blog, *Start Stuff. Pacific Business News* recognized Richie as one of the top Forty Under 40 "best and brightest young businessmen" in Hawaii. He is an entrepreneur, a sought-after speaker, and an international business development consultant. Richie is happily married to Natalie, and they have four sons.

DESCRIPTION

"Richie Norton has written a book and now the book is on CD about courage. The courage to do work that matters and to do it with your heart and your soul. Go make something happen." — Seth Godin, author of *The Icarus Deception*

"Perfect book for these uncertain times." — Steve Forbes, Chairman and Editor-in-Chief of Forbes Media

What if the smartest people in the world understand something that the rest of us don't? (They do.) What if they know that in order to achieve success, they will sometimes have to do things that others may initially perceive as stupid?**The fact of the matter is that the smartest people in the world don't run from stupid, they *lean* into it (in a smart way).**

In *The Power of Starting Something Stupid*, Richie Norton redefines stupid as we know it, demonstrating that life-changing ideas are often tragically mislabeled stupid. **What if the key to success, creativity, and fulfillment in your life lies in the potential of those stupid ideas?** This deeply inspiring book will teach you:

• How to crush fear, make dreams happen, and live without regret.
• How to overcome obstacles such as lack of time, lack of education, or lack of money.
• The 5 actions of the New Smart to achieve authentic success.

No more excuses. Learn how to start something stupid—the smartest thing you can do. Drawing on years of research, including hundreds of face-to-face interviews and some of the world's greatest success stories past and present, Richie shows you how **stupid is the New Smart—the common denominator for success, creativity, and innovation in business and life.**

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