



Ego is the Enemy: The Fight to Master Our Greatest Opponent



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Ryan Holiday

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Format: Kindle eBook

Kurzbeschreibung

As in *The Obstacle is the Way*, Ryan Holiday delivers practical and inspiring philosophy, this time exploring a powerful concept that runs back centuries, across borders and schools of thought: ego.

Ego is our biggest enemy. Early in our careers, it can prevent us from learning and developing our talents.

When we taste success, ego can blind us to our own faults, alienate us from others and lead to our downfall.

In failure, ego is devastating and makes recovery all the more difficult. It is only by identifying our ego, speaking to its desires, and systematically disarming it that we can create our best work.

Organised into bite-sized observations featuring characters and narratives that illustrate themes and life lessons designed to resonate, uplift and inspire, *Ego is the Enemy* shows how you can be humble in your aspirations, gracious in your success and resilient in your failures. It is an inspiring and timely reminder that humility and confidence are still our greatest friends when confronting the challenges of a culture which tends to fan the flames of ego and encourage the cult of personality at all costs. **Pressestimmen**

Inspiring yet practical ... teaches us how to manage and tame this beast within us so that we can focus on what really matters - producing the best work possible. -- Robert Greene, author *Mastery* Ryan Holiday is one of his generation's finest thinkers, and this book is his best yet. -- Steven Pressfield, author *The War of Art* Highlights how we can earn confidence by pursuing something bigger than our own success. -- Adam Grant, author of *Originals* and *Give and Take* This book is packed with stories and quotes that will help you get out of your own way. Whether you're starting out or starting over, you'll find something to steal here. -- Austin Kleon, author *Steal Like An Artist* This is a book I want every athlete, aspiring leader, entrepreneur, thinker and doer to read. Ryan Holiday is one of the most promising young writers of his generation. -- George Raveling, Hall of Fame Basketball coach, Nike's Director of International Basketball I see the toxic vanity of ego at play every day and it never ceases to amaze me how often it wrecks promising creative endeavors. Read this book before it wrecks you or the projects and people you love. Consider it as urgently as you do a proper workout regimen and eating right. Ryan's insights are priceless. -- Marc Ecko, founder of Ecko Unltd and *Complex* I don't have many rules in life, but one I never break is: If Ryan Holiday writes a book, I read it as soon as I can get my hands on it. -- Brian Koppelman, screenwriter and director, *Rounders*, *Ocean's Thirteen* and *Billions* Once again Ryan Holiday has laid down the gauntlet for readers willing to challenge themselves with the tough questions of our time. Every reader will find truths that are pertinent to each of our lives. Ego can be the enemy if we are unarmed with the cautionary insights of history, scripture, and philosophy. As was said to St. Augustine more than a thousand years ago, "pick it up and read"; for to not do so is to allow the enemy to bring despair. -- Dr. Drew Pinsky, host of HLN's 'Dr. Drew On Call' and 'Love Line' In this day in age where everyone seeks instant gratification, the idea of success is skewed - many believing the road to their goals is a linear path. As a former professional athlete I can tell you that the road is anything but linear. In fact it is one that consists of twists, turns, and ups and downs - it requires you to put your head down and put in the work. Ryan Holiday hits the nail on the head with this book, reminding us that the real success is in the journey and learning process. I only wish I had this gem as a reference during my playing days. -- Lori Lindsey, former U.S. Women's National Team soccer player Philosophy has gotten a bad rap, but Ryan Holiday is restoring it to its rightful place in our lives. This book-packed with unforgettable stories, strategies, and lessons-is perfect for anyone who strives to do and accomplish. It's no exaggeration to say that, after finishing it, you'll never open your laptop and sit down to work the same way again. -- Jimmy Soni, former managing editor of *Huffington Post* and author of *Rome's Last Citizen* I would like to rip out every page and use them as wallpaper so I could be reminded constantly of the humility and work it takes to truly succeed. In the margins of my copy, I have scrawled the same message over and over-'pre-Gold.' Reading this inspiring book brought back me back to the humility and work ethic it took to win the Olympics. -- Chandra Crawford, Olympic Gold Medalist What a valuable book for those in positions of

authority! It has made me a better judge. -- The Honorable Frederic Block, United States District Judge and author of 'Disrobed' Kurzbeschreibung

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