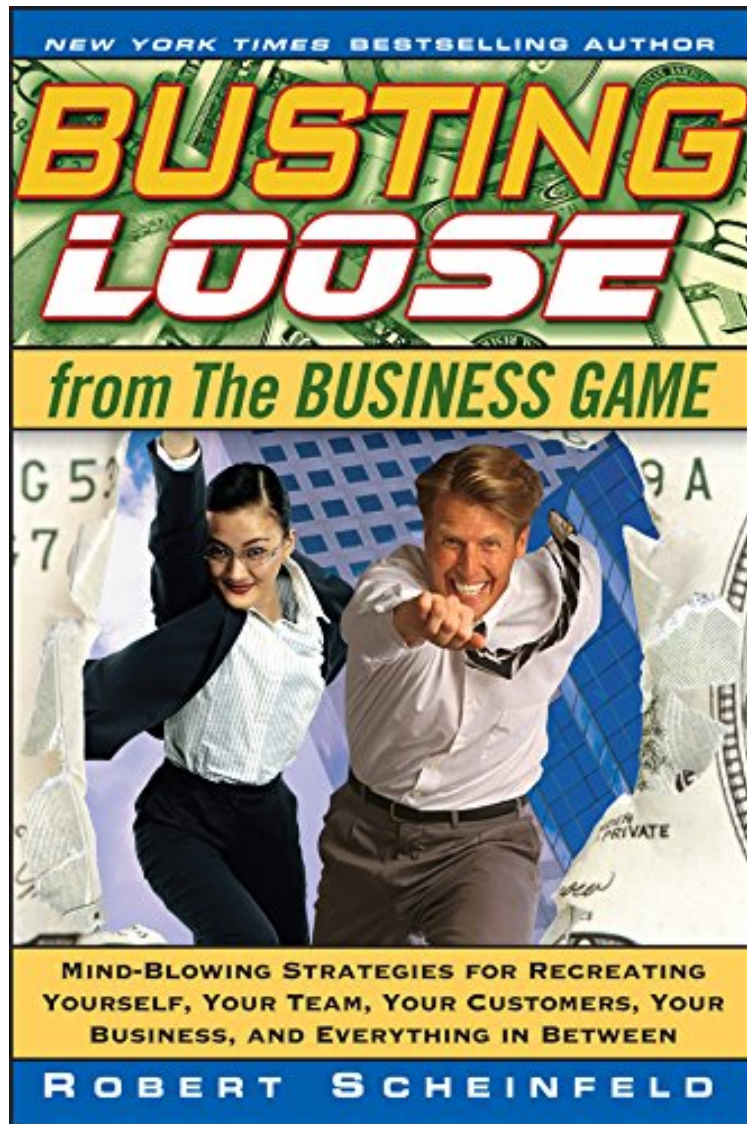


[PDF] Busting Loose From the Business Game: Mind-Blowing Strategies for Recreating Yourself, Your Team, Your Business, and Everything in Between

# **Busting Loose From the Business Game: Mind-Blowing Strategies for Recreating Yourself, Your Team, Your Business, and Everything in Between**

*Robert Scheinfeld*

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**Robert Scheinfeld : Busting Loose From the Business Game: Mind-Blowing Strategies for Recreating Yourself, Your Team, Your Business, and Everything in Between** before purchasing it in order to gage whether or not it would be worth my time, and all praised Busting Loose From the Business Game: Mind-Blowing Strategies for Recreating Yourself, Your Team, Your Business, and Everything in Between:

5 of 5 people found the following review helpful. Ancient Wisdom in Contemporary Packaging By Mortal Man First of all, I also want to point out as some others have that the message and format of this book is almost identical to "Breaking Loose from the Money Game" - so you can take your pick. The "Business" version wraps the message in examples related to being in business, so as an entrepreneur I found it more engaging and a little fresher. I find Scheinfeld's writing inspiring in the way I also like to occasionally read passages from the Bhagavad Gita, Bible, or even poems of Kabir for inspiration. (And many other things.) I suspect that the author would not like to reference these types of things, lest people reflexively dismiss his book as yet another spiritual or new age tome. He wants his take on the nature of reality to stand on its own, using metaphors and explanations from modern life. Scheinfeld has distilled the notion that "life is but a dream" into a way of looking at your own life from the perspective that we each live in a grand illusion created by our higher self. That "higher self" is one with God or whatever you would call the essence of the universe, or the universe itself. He does his best to explain this in a way that does not rely much on any particular religious or spiritual cosmology, and that is refreshing. Because he is describing something not really knowable by the mind, he uses a lot of analogies and metaphors to give what Eckhart Tolle call "pointers" to the truth. But the truth itself is a personal, internal experience and all of the descriptions in the world will not provide that experience in the way that a restaurant menu cannot satisfy the hunger of your stomach. Personally, I relate well to what Robert describes - I have been practicing specific techniques taught by Prem Rawat for many years, and through my own experience I do see things sort of the way Scheinfeld talks about. So his writings tend to be a reminder for me to look within myself for answers. Many people who read "Busting Loose..." could conclude that Scheinfeld is stone-crazy because it is such a radically different approach from typical books about business and financial success. Some will say he's yet another huckster, serving up more magical thinking as a gateway to his various for-pay courses, seminars, and subscriptions. (I have to say, having watched some of his videos and promotions, that his speaking manner and "offers" do little to refute that impression!) And yet. There is something to the message - it can be very useful to step back our carefully inculcated notions of reality and ask the question - "what is really going on here?" I love that message. The specific techniques Scheinfeld offers do not resonate much with me, and may or may not be helpful to others, but I'm always open to any reinforcement of the powerful truth that what we are seeking comes from within ourselves, and on that level that really counts, yes, this all is a waking dream. I really like this book, and I recommend it as a fascinating perspective that may inspire you or piss you off, but at least offers the possibility of seeing your problems in a whole new light. As far as actually delivering the experience of "the Truth", well, it's just a book. But if it helps you understand that there is even a possibility of finding that truth within yourself, that's not a bad thing.

3 of 3 people found the following review helpful. Are you serious about real transformation? By Passion Pete I've been a fan of Robert's for several years now, having recently purchased the Kindle version which was not available in Canada heretofore. I consider myself somewhat wide read in the so called "self improvement" field and was first struck at Robert's comment that his book was not about changing, improving, modifying or otherwise fixing your current life situation. What a relief! As long as there is an effort to fix, improve or modify our lives, that impetus must come from a conscious or not so conscious part of ourselves that believes we are not good enough or great enough. That very thought is in fact reinforced and reestablished all the time we are trying to get better! Even if we do seem to change on the surface, the same dissatisfaction is often soon alive again, and the never ending quest to improve will often keep rearing its head. Robert puts forth the premise that who we already are in Truth, is the very person we are trying become. He then puts forth a system of reclaiming our ever present power and True Identity, which if understood and followed, will allow us to see and rediscover our existing brilliance and magnificence! If you've grown tired of chasing after the rainbow and never quite feeling you've arrived, give this book, or Robert's newest book, The Ultimate Key To Happiness, a try. His writing are like no other (besides Arnold Patent's) in what they present.

1 of 1 people found the following review helpful. Intriguing yet Practical! By nd Risley Robert Scheinfeld wrote an intriguing, practical and engaging book which has cleared my confusion about money and so much more! "The Process" has changed me entirely!

The Business Game: how you can win! Are you a business owner, manager, or employee who struggles with: Taxes, cash flow, sales, and profits Marketing and advertising effectiveness Hiring, motivating, and managing talent The economy, stock market, and competitors Bosses, boards, stockholders and partners Never-ending to-do lists and sacrificing your quality of life to succeed? If you answered "yes" to any of these, you've been playing The Business Game and suffering the consequences. Even if you're rolling in profits right now, there are hidden costs you're paying to earn that money - money that's always at risk. You learned "the rules" and you've been faithful to them, thinking you can win. But you can't really win The Business Game, because it's designed to be unwinnable - that is, as long as you play by the rules you were taught. The only way to truly win is to bust loose from the "old" game and start playing a new game with a new set of rules. This book helps you discover who you really are, what you're really capable of, and how you can tap new sources of power, wisdom, and abundance to radically transform your experience of business. When you bust loose from the old game, you'll suddenly be playing a new game: For the sheer pleasure of playing, with no worries about sales,

marketing, profits, cash flow, taxes, other people, or personal income Entirely unaffected by the economy, stock market, competitors, or technological innovation Having more fun with less effort than yoursquo;ve ever experienced Doing only what you love to domdash;all day, every day Watching as amazing results come your way, without having to "make it happen" It may sound unbelievable, but itrsquo;s entirely possible. You can do itmdash;if you open your mind and embrace the strategies in this book. Busting Loose from The Business Game leads you into a New Business Game filled with results and satisfaction beyond anything yoursquo;ve ever imagined possible. Read onhellip; and bust loose!

.com Product Description Are you a business owner, manager, or employee who struggles with: Taxes, cash flow, sales, and profits Marketing and advertising effectiveness Hiring, motivating, and managing talent The economy, stock market, and competitors Bosses, boards, stockholders and partners Never-ending to-do lists and sacrificing your quality of life to succeed? If you answered "yes" to any of these, yoursquo;ve been playing The Business Game and suffering the consequences. Even if yoursquo;re rolling in profits right now, there are hidden costs yoursquo;re paying to earn that moneymdash;money thatrsquo;s always at risk. You learned "the rules" and yoursquo;ve been faithful to them, thinking you can win. But you canrsquo;t really win The Business Game, because itrsquo;s designed to be unwinnablemdash;that is, as long as you play by the rules you were taught. The only way to truly win is to bust loose from the "old" game and start playing a new game with a new set of rules. This book helps you discover who you really are, what yoursquo;re really capable of, and how you can tap new sources of power, wisdom, and abundance to radically transform your experience of business. When you bust loose from the old game, yoursquo;ll suddenly be playing a new game: For the sheer pleasure of playing, with no worries about sales, marketing, profits, cash flow, taxes, other people, or personal income Entirely unaffected by the economy, stock market, competitors, or technological innovation Having more fun with less effort than yoursquo;ve ever experienced Doing only what you love to domdash;all day, every day Watching as amazing results come your way, without having to "make it happen" It may sound unbelievable, but itrsquo;s entirely possible. You can do itmdash;if you open your mind and embrace the strategies in this book. Busting Loose from The Business Game leads you into a New Business Game filled with results and satisfaction beyond anything yoursquo;ve ever imagined possible. Read onhellip; and bust loose!

Top Six Myths About Being Successful in Business -exclusive content from author Robert Scheinfeld

Myth 1: You must work hard and long to succeed. This myth is created and enhanced by things wersquo;re taught directly and indirectly as we grow up. The flames of it are then fanned strongly by bosses, fellow employees, partners, stockholders, and customers obsessed with results being produced -- no matter the cost. In business, there's always too much to do and not enough time to do it, so most businesspeople get trapped on the "hamster wheel," of working long and hard -- usually thinking it'll be temporary, but it never is. While many believe it's necessary and there would be consequences if it isn't done, it's a myth that hard work and long hours are required in order to succeed in business. There is an alternative.

Myth 2: You must be willing to do a lot of things you don't like to succeed. For most business people, especially small-business entrepreneurs, another "that's just the way it is" myth is that you must be willing to wear multiple "hats" and do things you dislike in order to succeed. There are so many moving parts in a business, so many tasks that must get done in order for the business to succeed, and there never seems to be enough people or resources to get it all done. In an environment and under conditions like that, it seems to employees and business owners that they can't afford the luxury of thinking about whether they enjoy what they're doing or not, or that it even matters if they do or don't. The job must get done! But the job can get done, generally even better, if everyone loves what they're doing, and that dynamic can be put into place -- for you and all your team members.

Myth 3: You're at the mercy of forces beyond your control that can block or limit your success. In the world of business, we're taught, directly and indirectly, that forces beyond our control can shape and determine our success and the kinds of results we produce -- forces like the economy; the stock market; other people (employees, partners, customers, stockholders, etc.); competitors; emerging technologies; the tax service, etc. It seems perfectly reasonable to believe that forces outside of you can limit, block or restrict you, but once again, the truth is that it's just another myth. It is possible to create, grow and maintain a successful business while being completely unaffected by the outside forces we all seem so vulnerable to.

Myth 4: You must constantly focus on and optimize "The 5 Power Centers of Business" to succeed. There are 5 primary "Power Centers" in business -- Sales, Marketing, Management, Leadership and Finance -- with each Center having numerous subsets. The "how to succeed in business" party line says you must constantly focus on the 5 Power Centers, continually find ways to optimize them, go out there and do something to "make it happen" within each of the five Power Centers, or you'll fail. In a rapidly changing world where none of the Power Centers stay optimized for long, that focus and goal becomes a source of constant stress and frustration. Once again, there is an alternative way to play "The Business Game" that enables you to produce extraordinary results while simultaneously draining all the stress and frustration out of your interactions with the 5 Power Centers.

Myth 5: Your supply of money is limited and therefore, income and expenses must be managed carefully -- or else! Like Myth #3, this one is a biggie and one that's very tough for most business people to accept (until they experience the alternative themselves). In business, you're taught you have a limited supply of money available to you. You're taught that when you spend money (expenses),

you have less money available to you, you'll run out and fail if you don't manage your limits (the numbers) very carefully. Makes sense, right? Seems perfectly reasonable and like an accurate description of what happens in business, right? Wrong. This myth is one of the most insidious and damaging myths in the entire world of business. It is possible to create, grow and maintain a successful business while having a radically different relationship to "the numbers" -- and without the financial limits, restrictions, ups and downs common to so many business scenarios. Myth 6: You must have goals, plans and targets to succeed. "If you don't have goals, targets and plans, how can you get where you want to go?" That's the popular battle cry in the world of business. Once again, it makes sense and appears perfectly reasonable, except it's just another myth. First, all day long, every day, business people set goals, create targets, and write plans, and fail to achieve most of them. There are two main reasons for that: We live in a rapidly changing world that can quickly obsolete even the best laid plans. In alignment with Myth #3 above, there are so many forces beyond our control that we can't efficiently anticipate or plan for in advance. More important than that, however, there is another way to play The Business Game where you have no goals, targets, or plans and yet you still succeed and produce extraordinary results-- often beyond your wildest dreams. Popping The Myths... As you can see, at the core of each of the 6 Myths I just mentioned, is what I call "power outside dynamics." To succeed in business, we learn to look outside ourselves and do our best to manage, control, and manipulate the people and forces "out there" that can have so much impact on us. But that's a battle that never ends, a battle we never win, for the two reasons I shared in Myth #6 above. Fighting that battle and trying to win it will always be a source of stress, frustration and ultimately, failure (of one kind or another). The solution isn't to find a way to build a better team, have a better product or service, or enhance your sales, marketing, management, leadership or finance strategies and techniques. The real solution is to do a complete one-eighty, shift your focus away from what's outside of you, and put your focus onto what's inside of you -- in a very unique way. As tough as it may be for you to accept at this point, it's possible to move into a new "inner place" -- an expanded state of "Consciousness" if you will -- from which you can play what I call "The New Business Game," a radically different way of experiencing the world of business. When you play The New Business Game, outside forces no longer have any limiting impact on you. In fact, they all align to support you in doing what you love and producing extraordinary results -- with plenty of free time and the lifestyle of your choosing. When you play The New Business Game, the optimization of The 5 Power Centers -- and your supply of money -- take care of themselves, without you needing to manage, struggle with, or worry about it. Does this sound like the ramblings of a crazy man? Like nonsense, pie in the sky dreaming, or "woo-woo"? Maybe it sounds like that to you. Maybe it doesn't. But it's true no matter how you perceive it right now. Most importantly, I can show you how to prove it to yourself -- every last word, idea and concept I've shared with you here. For more tips, and to discover how to actually move into that inner place, actually move into that expanded state of Consciousness, and to start playing The New Business Game, read my book, *Busting Loose From The Business Game*. "...this book will open your eyes to many new possibilities. It will stretch and challenge you in powerful ways and open new doors of opportunity for you." --John Assaraf, New York Times bestselling author of *The Answer From the Inside Flap* The Business Gamemdash;and how you can win!Are you a business owner, manager, or employee who struggles with:Taxes, cash flow, sales, and profits