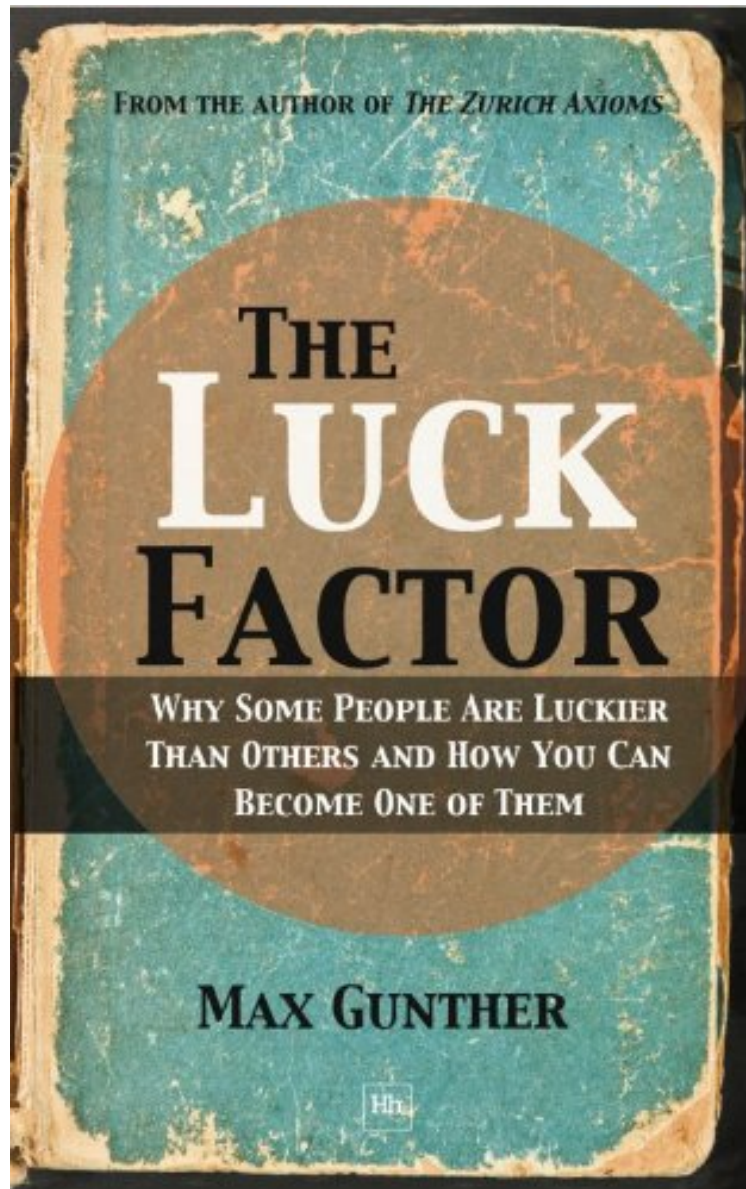


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The Luck Factor: Why Some People Are Luckier Than Others and How You Can Become One of Them

Gunther Max

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Gunther Max : The Luck Factor: Why Some People Are Luckier Than Others and How You Can Become One of Them before purchasing it in order to gage whether or not it would be worth my time, and all praised The Luck Factor: Why Some People Are Luckier Than Others and How You Can Become One of Them:

3 of 3 people found the following review helpful. Some muck with the luckBy Wendy KThis book is written in the Old School style - lots of stories about people you've never heard from, like Napoleon Hill. That was a style of writing in the 30s and 40s, I believe. I stuck with the book, skipping large sections, until the final few chapters, which had a few sentences that made it worth the time it took to read it. I felt like the author wasn't very clear himself about what he might be saying until he got to the end, and there was a massive amount of repetition. It was OK and if it had been great I would have bought a large number and given them for gifts, but in the end, it wasn't all that impressive or helpful. 8 of 8 people found the following review helpful. Learn How to Be LuckyBy Vito MazzarinoThis is an excellent read. Though the beginning merely explores (and dispels) different hypotheses concerning luck, it's the second half that provides real value and insight. He backs his theories with solid research and examples and provides an excellent paradigm that anybody can follow to improve their luck in life. It was enjoyable to read and made lots of sense. I've since recommended it to about a dozen people and would recommend it to anybody. In life you need to find any edge you can to achieve success and happiness. This about luck can help people achieve both. 0 of 0 people found the following review helpful. InformativeBy Lisa BlondinGunther has created an objective study of luck. The majority of the book is a case study on lucky and unlucky individuals. As these cases are presented the theory of why they are lucky or unlucky is explored. Gunther is clear that he is exploring theories such as random occurrences, religion and astrology not espousing any one of them. The final section is about traits of lucky individuals. Again presented as case studies, this section is clear and relevant. The tips are not about winning the lottery but are about how to maximize your opportunities in life. The suggestions are clear and make sense regardless of your personal beliefs about luck.

Max Gunther's classic text brought back into print. Luck. We can't see it, or touch it, but we can feel it. We all know it when we experience it. It's an obvious description of obvious events. But does it go deeper than this? And if it goes deeper, does it do so in any way which we can harness to our own and others' advantage? Taking us on a richly anecdotal ride through the more popular theories and histories of luck - from pseudoscience to paganism, through mathematicians to magicians - Max Gunther arrives at a careful set of scientific conclusions as to the nature of luck, and the possibility of managing it. Based entirely on drawing out the logical truths hidden in some examples of outrageous fortune (and some of the seemingly absurd theories of its origins), he presents readers with the concise formulae which make up what he calls "The Luck Factor" - the five traits that lucky people have in common - and shows how anyone can improve their luck.

About the AuthorMax Gunther is the author of several books, including The Zurich Axioms, How to Make Your Man More Sensitive and The Very Rich and How They Got That Way. He is very lucky.