



Sin to Win: Seven Deadly Steps to Success

By Marc Lewis

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Sin to Win is a humorous and practical guide to using the seven deadly sins as a stepping stone to success. You will learn how to productively apply the seven deadly sins: pride, lust, envy, gluttony, anger, sloth, and covetousness to achieve your goals. Sin to Win examines each deadly sin, chapter by chapter, and shows you how breaking these sins can help you achieve the success you've been looking for. Packed with interviews, tricks and serious sinning advice, this book is the One Minute Manager for the devil in all of us.

"You want to be successful. Set out your aims.

Make good long lists in order of priority.

Now throw them away.

It's your achievement you must set out.

The difference between a loser and a winner is that between aim and achievement." Marc Lewis

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Editorial Review

Review

"..cleverly done with lots of examples..." (Business Life, February 2002)

"A book emphasising the positive side of vice has been a surprise bestseller." (Financial Times, 18 February 2002)

"Expect to hear more of Lewis, clearly a keen self-publicist." (The Times, 19 February 2002)

"..Its one of the most light-hearted self-help business books that I've read in some time." (Marketing, 18 April 2002)

"..entertaining.." (Gulf Business, April 2002)

"...certainly holds the readers' attention and when the book is finished a felling of empowerment persists..." (M2 Best Books, 28 June 2002)

"...the book gives the 10 commandments of each sin and simple exercises to ensure you stay true to the path of sin..." (City to Cities, October 2002)

From the Inside Flap

If you take pride in your work, crave the best for yourself, desire wealth, are envious of other's success, want more from your life, and fancy an easy break or two on the way to pursuing your goals, you're breaking The Seven Deadly Sins.

Pride. Envy. Gluttony. Lust. Anger. Avarice. Sloth. Chapter by chapter, verse by verse Marc Lewis takes on each of the sins, rips them from the clutches of a tired religion and holds them up as the manifesto for today's business winners.

Sin to Win is packed with some serious sinning advice, interviews, case studies proving how businesses have become successful through sinning, and also practical exercises, giving you the tools to create your own wicked path to winning and achieving your own goals and achievement. If you do what you've always done, you'll get what you've always got. Same tactics means same results. It's time for a revelation.

From the Back Cover

"Marc Lewis could be the next Charles Saatchi."
Lord Bell.

"Read this book. It will change your life."
René Carayol, author of Corporate Voodoo.

Perceptions of 'winning' or becoming successful vary from person to person - whether it's obtaining vast sums of money, driving a fast car, increasing the performance and profits of your business, having an incredible social life or owning a Versace suit. By avoiding to commit the Seven Deadly Sins you are holding yourself back from reaching your full potential. Break them. Live by them daily and only then can you realise your personal goals, whatever they may be.

Pride

Placed firmly at the number one slot on the list of Deadly Sins. If you ARE the best, then take pride in saying you are. If you AREN'T the best, then take pride in saying you are.

Envy

One of the strongest self-motivational tools in the box. No one remembers a runner-up. Champions are etched in our memory and saluted for their efforts. Who would you rather be?

Gluttony

Do you gorge on life or are you on a diet? Feast on news. Dine on information. Devour gossip. The gluttonous know it is impossible to overdose on knowledge.

Lust

Lust cares only for the pursuit of a challenge and its inevitable conquest. It teaches us to live life to the full. To do that we need to take risks. Sometimes we succeed. Sometimes we fail. Failure encourages us to take more risks, and so the cycle repeats until we succeed.

Anger

Anger makes you feel better. But it doesn't have to be negative. Use anger as a learning tool. In the hands of a successful sinner, anger is a concentrated dose of passion. Use passion to put things right.

Avarice

Also referred to as Greed or Covetousness. Take the limit off your desires. Covet thy neighbour's business. It's called competition and it's healthy.

Sloth

Sometimes doing nothing is the best course of action. Or - find an easier way of doing things. This doesn't mean you are lazy. It's being smart.

Users Review

From reader reviews:

Leigh Weimer:

Throughout other case, little men and women like to read book Sin to Win: Seven Deadly Steps to Success. You can choose the best book if you appreciate reading a book. So long as we know about how is important the book Sin to Win: Seven Deadly Steps to Success. You can add expertise and of course you can around the world with a book. Absolutely right, due to the fact from book you can learn everything! From your country until foreign or abroad you will be known. About simple factor until wonderful thing you are able to know that. In this era, we could open a book or perhaps searching by internet product. It is called e-book. You can use it when you feel bored stiff to go to the library. Let's read.

Dee Alaniz:

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Maria Antoine:

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Silvia Washington:

On this era which is the greater individual or who has ability in doing something more are more treasured than other. Do you want to become among it? It is just simple approach to have that. What you should do is just spending your time very little but quite enough to possess a look at some books. On the list of books in the top checklist in your reading list will be Sin to Win: Seven Deadly Steps to Success. This book which can be qualified as The Hungry Hillside can get you closer in becoming precious person. By looking way up and review this reserve you can get many advantages.

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