

# 《Life In Action: The 》

## 图书基本信息

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### 内容概要

Money cannot buy happiness, says Fernando Espuelas. Success cannot be measured in wealth, power, or fame. Success and happiness come from looking inside ourselves to discover who we genuinely are and what we truly need to find happiness. And then striving to live the best life we can: for our loved ones, our community, and ourselves.

Espuelas describes this philosophy-of introspection as the catalyst for action-with the Spanish word voy: "I go." He shows how to visualize success and then to create a plan to work toward it every day. Espuelas's twelve principles and their accompanying exercises are developed from his own life and the lives of people who have used the powers of optimism, persistence, honesty, and courage to overcome obstacles like fear, doubt, and prejudice.

Opening with a forceful epigraph from Winston Churchill, "Never, never, never, quit," this volume seeks to spur readers on toward success and happiness. Espuelas begins his book with a lengthy description of his experiences in life and business: his immigration to the U.S., his rapid rise on the corporate ladder, his creation of "several innovative, wildly successful business ventures," his devastating financial losses and his subsequent return to the top as the CEO of VOY media company. He then launches into a discourse on the 12 doctrines that he believes can guide readers to self-actualization. From "Define Success and Happiness" to "Do Your Duty to the Community," his program resembles that of many other self help books, but it seems to place a great value on developing character traits like persistence, courage, honor and humility. At times, however, his tone can be quite forceful, as when he declares that "those who are so driven to succeed that they ' ll sacrifice their friendships and their family life to achieve their goals are misguided and will never know true happiness." Readers who can get past the author ' s boastful attitude will find some nuggets of inspiration here.

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