

# BOOK REVIEW

## The Success System That Never Fails

By W. Clement Stone

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### ACKNOWLEDGEMENT

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Before I begin my review of this book I first want to acknowledge the man behind the book. W. Clement Stone, as I discovered through additional research, was not only an author and co-author of many self-help books, but an extraordinary person. His prominence as a very successful entrepreneur and philanthropist is the model of the type of person I image myself becoming. It is and will always be part of my life as an aspiring entrepreneur to try and understand and define what it is that makes a successful entrepreneur. By doing so, it will give me the insight and knowledge that I believe will help me to be successful not only in business, but in life.

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To get a full sense of the book and its review we have to first realize the times in which the author lived and the copy right of the book. The book itself was published in the early sixties, a time that was much different in many aspects, from family values to patriotism, politics etc....but at the same time the lessons and concepts are enduring from generation to generation. With that in mind the book was meant to be personal. In other words the author wants you to understand that when your reading the book he wants you to feel like he is talking to you directly and personally and thus shares many personal stories that backup the concepts or lesson he is attempting to get across.

The core lesson of the book is give the reader a model for “The Success System That Never Fails”, which was not only used successfully by the author in business, but transcends to the success we can achieve in life. The book goes on to detail specifically what that system is:

1. *Inspiration to Action.*
2. *Know-How.*
3. *Activity Knowledge.*

Although I found it hard sometimes to follow how some of the material in each chapter was related to the core “Success System” steps, you will find that after reading the book in its entirety that the “Success System” starts to evolve into much more than the three core steps. There is an undercurrent of advice and lessons detailed in the book that in their totality make up the true “Success System”. These include the importance of a positive attitude, self-motivators, surrounding your self with the right people, continued education and defining what success means to you and more.

What makes this book different from other books I have read to date is the author’s use of the power of the conscious/sub-conscious mind, the importance of character, the importance of being an American and most of all the power of prayer and faith in GOD.

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What I find very intriguing and telling about this book, which was written over 50 years ago, is that many of the same beliefs and concepts that made the author such a successful entrepreneur in his day are some of the same beliefs and concepts that many of today's successful entrepreneurs have said made them successful. This reaffirms to me that there is a mindset, a set of beliefs and assumptions that transcends the times you live in, your circumstances, education or who you know. It is a mindset that can be learned, if you are willing to make the right choices and follow the proven ideas, concepts and beliefs that have made others successful. This makes this book a must read for any aspiring entrepreneur.