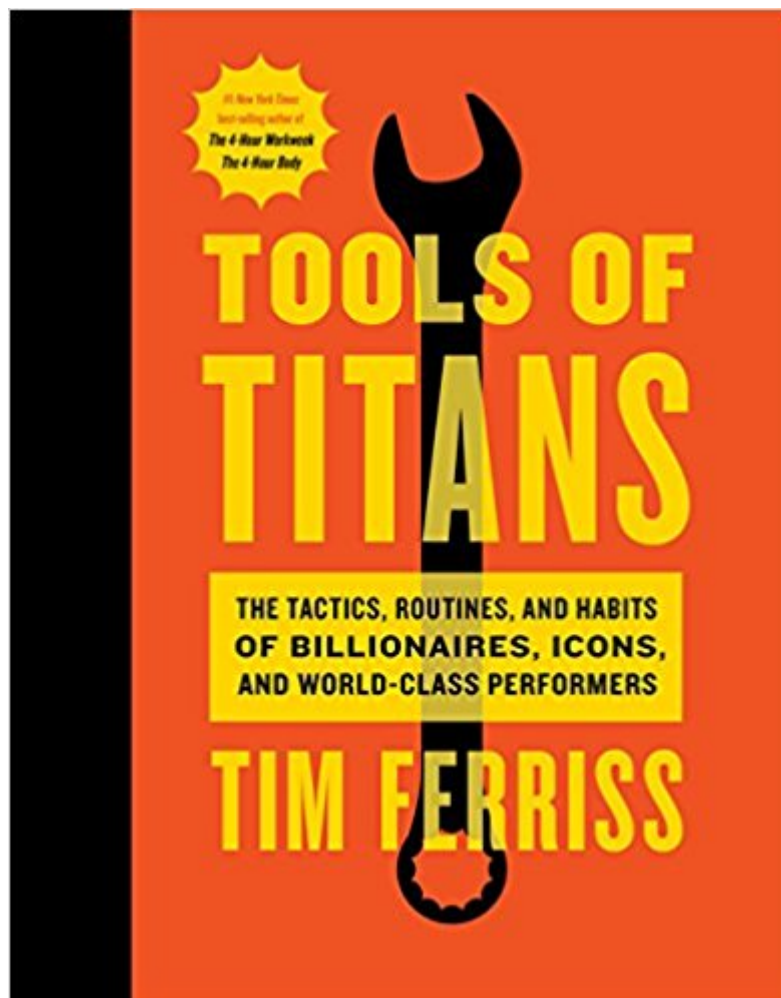




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# Tools Of Titans: The Tactics, Routines, And Habits Of Billionaires, Icons, And World-Class Performers



## Synopsis

The latest groundbreaking tome from Tim Ferriss, the #1 New York Times best-selling author of *The 4-Hour Workweek*. From the author: “For the last two years, I’ve interviewed more than 200 world-class performers for my podcast, *The Tim Ferriss Show*. The guests range from super celebs (Jamie Foxx, Arnold Schwarzenegger, etc.) and athletes (icons of powerlifting, gymnastics, surfing, etc.) to legendary Special Operations commanders and black-market biochemists. For most of my guests, it’s the first time they’ve agreed to a two-to-three-hour interview. This unusual depth has helped make *The Tim Ferriss Show* the first business/interview podcast to pass 100 million downloads. “This book contains the distilled tools, tactics, and “inside baseball” you won’t find anywhere else. It also includes new tips from past guests, and life lessons from new guests you haven’t met. “What makes the show different is a relentless focus on actionable details. This is reflected in the questions. For example: What do these people do in the first sixty minutes of each morning? What do their workout routines look like, and why? What books have they gifted most to other people? What are the biggest wastes of time for novices in their field? What supplements do they take on a daily basis? “I don’t view myself as an interviewer. I view myself as an experimenter. If I can’t test something and replicate results in the messy reality of everyday life, I’m not interested. “Everything within these pages has been vetted, explored, and applied to my own life in some fashion. I’ve used dozens of the tactics and philosophies in high-stakes negotiations, high-risk environments, or large business dealings. The lessons have made me millions of dollars and saved me years of wasted effort and frustration. “I created this book, my ultimate notebook of high-leverage tools, for myself. It’s changed my life, and I hope the same for you.”

## Book Information

Hardcover: 736 pages

Publisher: Houghton Mifflin Harcourt; Tim Ferriss, Arnold Schwarzenegger (Foreword by) edition (December 6, 2016)

Language: English

ISBN-10: 1328683788

ISBN-13: 978-1328683786

Product Dimensions: 7.2 x 2 x 9.3 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 1,918 customer reviews

Best Sellers Rank: #370 in Books (See Top 100 in Books) #15 in Books > Business & Money > Business Culture > Motivation & Self-Improvement #16 in Books > Business & Money > Management & Leadership > Motivational #32 in Books > Self-Help > Motivational

## Customer Reviews

"Tools of Titans...is the perfect read for obsessives wanting to boost their new year productivity." — Financial Times "A Poor Richard's Almanack for the 21st century," — Tools of Titans "is a practical and inspiring guide to being your best." — BookPage

TIM FERRISS has been called "a cross between Jack Welch and a Buddhist monk" by The New York Times. He is one of Fast Company's "Most Innovative Business People" and an early-stage tech investor/advisor in Uber, Facebook, Twitter, Alibaba, and more. He is also the author of four #1 New York Times and Wall Street Journal bestsellers: The 4-Hour Workweek, The 4-Hour Body, The 4-Hour Chef, and Tools of Titans. The Observer and other media have named him "the Oprah of audio" due to the influence of the The Tim Ferriss Show podcast, which has exceeded 200 million downloads.

Tim, if you're reading this, I have a great idea for you at the end of this review. No sarcasm, no snark. DISCLAIMER: I am a Tim Ferriss apologist. I've listened to almost every episode of his podcast. Own his books. Have been following him since 4 Hour Work Week came out. Tim's podcast has rewired my brain. My life is measurably better because of what I've learned. Literally. I have hereditary cholesterol problems and my forays into a ketogenic lifestyle dropped my particle count from ~1950 to ~1225. There are many other great things that have come as a result of my exposure to Tim's podcast, too many to list here. When he announced TOOLS OF TITANS, I was ecstatic. I pre-ordered this book in September. I'm sad to say that I'm non-plussed, borderline disappointed. On one hand, I love having a "totem" of something that has changed my life so profoundly. To that end, I am happy to own the book. On the other hand, it does not deliver on its promise. This is supposedly a "recipe book" (according to page xvi in the Foreword). It is no such thing. If I want to bake an apple pie, I go to the Table of Contents, I look up apple pie, I turn to that page. You cannot do that in this book. Tim has amazing things to say about meditation. A few guests on his podcast have amazing

things to say about meditation (Sam Harris, Naval Ravikant, Kevin Rose, etc.). But there is no central place to which you can turn to find out the collected wisdom of the many guests who have delved into this topic. The same goes for investing. The same goes for particular health hacks. In fact, there's not even one central place in the book that gives a list of the commonalities between the guests. That's a HUGE missed opportunity.

**THE ADVICE:** Make a second edition. Soon. It doesn't even have to add new content. Just tighten this up and make it so that you can read about certain topics in a centralized place. If there are parts that don't fit, maybe have an author section at the back... but, dang.

**FINAL THOUGHT:** Millionaires become millionaires (in part) because they've learned to say "no." They have the discipline to turn down the good, so that they can pursue (and achieve) the great. This book is just too too too much good. It doesn't tell you what is great. It will leave you chasing dozens upon dozens of random tactics and thoughts in a dozen different fields. It might teach the tactics and routines and habits of world-class performers, but there's FAR TOO MUCH here to make it valuable in showing YOU how to achieve those heights. And, if there is ONE person that you could model to become like them in their field... there is FAR TOO LITTLE here to actually help you on your way.

In *Tools of Titans*, Tim grabbed some of the best of his podcast and moved it into print. But the content is missing real structure and is mixed with silly nonsense that is meant to be funny but misses the mark such as favorite spirit animals and his useless billboard question. There are some golden nuggets in here and they are worth going after, I just had to work a little harder than I wanted. It was worth the price especially after 200+ free episodes of the podcast which I enjoy every week.

Tim's previous books are incredible and you should buy them all. Those books show incredible mission, clarity, and voice. This book suffers from the expectations of his previous work--Tim is honest about presenting "*Tools of Titans*" as sort of a glimpse of his journals/notes from his life's work, but this book loses nearly everything we've come to expect. First, due to the content (it's a compendium of quips/quotes/summations from past work and in particular, his podcasts) there's no sense of mission and the book feels scattered. Yes, you can sort of pick this up book and it reads like a reference digest, but Tim's voice fades and it feels without purpose. It's WebMD with a clouded personality...it's a bit like a bound website without the hyperlinking. Next, keeping Tim's literary voice at the fringe makes the book far less interesting. His personality is buried, his sense of adventure and joyous curiosity isn't apparent, so we care less about the character and the journey.

His books have always succeeded on those terms--he's made us excited about his life and why he does what he does, but here his character is almost non-existent. Finally, although I don't think it's the case, the book doesn't seem challenging for Tim. I don't think he phoned it in, and I know trying to make sense of a lifetime's worth of notes (tools!) was incredibly challenging, but there's a part of me as a reader that expected much more channeled insight. He's shown he's capable of completely rethinking a problem or a lifestyle or a way of doing things, and this book isn't like that at all. If you've read all of Tim's stuff and listened to a fair amount of his podcasts, this book is going to seem like familiar territory. Nice to have some of the best nuggets all in one spot, but I don't buy his books out of convenience. If you're new to Tim Ferris, this is probably a decent starting point.

This was my first TF book. Here's what I liked:- It's succinct and extremely readable.- The editing (and the consistent set of interview questions) helps the reader notice common themes. These common themes are the biggest takeaway I got from this book.- He took the time to add cross references, linking multiple interviews together, strengthening the themes even further.- I finished with a long list of book, documentary, and podcast recommendations (not from Tim; from his guests) which I'm pretty excited about. The reason I dinged it one star is the slight narcissism that shows up occasionally when he talks about himself. There are several small instances of it which add up to paint a picture of the author that I could've done without. I noticed this in the podcast as well, and it's one of the reasons I'm reluctant to pick up the other books. That said, this book is mostly about other people, and well worth the read if you're interested in this stuff.

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