



# **Dare to be Different and Grow Rich**

## **The Secrets of Self-Made People**

By Rainer Zitelmann  
*LID Publishing, £19.99*

Stories about “self-made” men and women who have seemingly come from nowhere to achieve fame and fortune in the world of business are popular, but can success be taught? Rainer Zitelmann, a successful businessman, writer and investor, thinks so. In this book he draws business and life lessons from the biographies of around 50 stars, including entrepreneurs and business leaders such as Richard Branson, Ray Kroc and Steve Jobs, and some sportsmen and celebrities too.

There is no shortage of self-help guides out there, but *Dare to be Different* is, well, different. It is well written and engaging and full of useful advice. Some of the tips may seem obvious, such as the value of persistence and of “not taking no for an answer”, for example, but his other suggestions are more nuanced, such as finding the right balance between confidence (to enable you to follow through) and dissatisfaction (to keep you wanting more).

The book is aimed at entrepreneurs and those thinking of starting their own business, but those working in more junior roles will find much to ponder. Investors will find chapter five, which looks at contrarian investment strategies, particularly useful. Even those who have no interest in business success will enjoy this engaging collection of stories. It’s worth reading.