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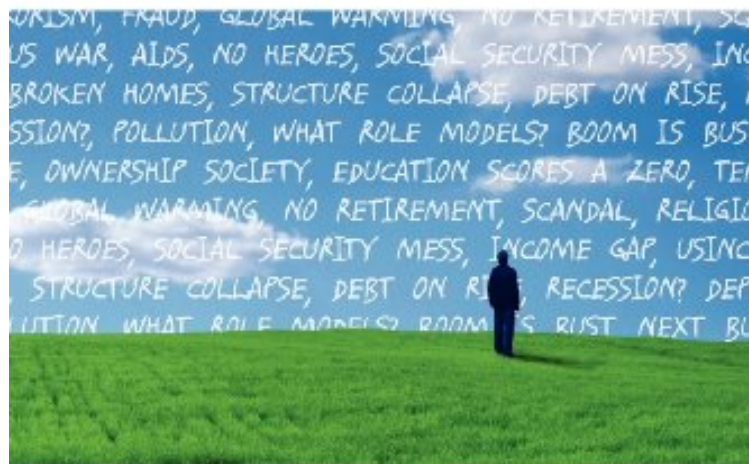
## Luck by Design: Certain Success in an Uncertain World

*Richard E. Goldman*

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# Luck by Design

Certain Success in an Uncertain World



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**Richard E. Goldman : Luck by Design: Certain Success in an Uncertain World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Luck by Design: Certain Success in an Uncertain World:

2 of 2 people found the following review helpful. A thoughtful read  
By Laurie A. J. Williams  
I found this book both provocative and enlightening. As a baby boomer, I recognized more of myself than I wanted and saw clearly the reflection of my son's generation and the problems we have bequeathed them. Mr. Goldman writes with an easy style that makes the content very digestible. He offers, with clarity, concise suggestions that will most certainly assist the younger generations to come on their journey through life. The book is not so much a 'how to' list but rather serious

considerations that can lead to positive outcomes. This book, is a testimony to the fact that success is not luck but indeed, design. Kudos on this initial book and I look forward to reading more and learning more from Mr. Goldman.

0 of 0 people found the following review helpful. Design Your Own Success By C. S. Clarke In Luck by Design, Richard E. Goldman addresses the children of the Baby Boomers about what personal, social and business issues they will face in striving for success in current times and the near-future. How to become successful at any endeavor and what resources are needed to pursue success are issues that everyone has to work out in his own unique way. But we all benefit from learning how others have worked them out before us. Goldman is a very successful man who has combined his own experiences with reading and advice received from others to not only achieve that success but also to pass on the "how to's" learned from his own perspective. You will find that much of what he writes you may have heard before, depending upon your age and how much reading you do. That is because the same issues occur in every generation and every generation looks to the past as well as current wisdom to resolve those issues. The older we get, the more experiences we have, and the more we read, the more likely we are to come to similar conclusions about the way life and success work. The differences between the various writers who pass on their life lessons to others lies in their own unique perspectives, stories and analogies. In Luck by Design you will be treated to Goldman's stories from his very interesting journey through life and the ideas that his experience has afforded him about how he got here from there. His book is called Luck by Design because one of his discoveries is that, while we already know we cannot control what happens in the world around us to any great extent, we can pay attention to what is going on and be sufficiently self-aware that we can recognize both dangers and opportunities as they arise. Then we can fit them in to our pre-planning to fairly well design the life we want. We may not get exactly what we want, but if we pay attention to our life lessons and the accumulated wisdom of good thinkers who have gone before, we will find we get something that is just as good or even better than what we exactly planned. Among Goldman's more important ideas are the notions that: 1) Life is misadvertised. Television, advertising, schools, movies, the Internet, and other factors of our modern life cause us to develop a warped sense of the way real life works and unrealistic expectations. 2) The generations following the Baby Boomers are going to have to work harder and longer and, perhaps, relative to their hard work, settle for comparatively less than the Boomers received. 3) Success and luck require planning and design in addition to hard work. 4) The secret to management starts in self-management. Despite the serious nature of the issues he covers, Goldman treats them with a light hand and some humor. It is a flowing, connected story of success that moves smoothly from one "life lesson" to another. If you pay attention to the lessons Goldman shares, and adopt a good bit of his philosophies and methodologies, you may find that you can design a very lucky life indeed.

0 of 0 people found the following review helpful. Insight for the children of Baby Boomers By M. L. Lamendola As a happy Mens Warehouse customer, I was delighted to find out about a book written by a man behind so much of the company's success. In this book, Richard E. Goldman talks to the children of the Baby Boomer generation and passes on key lessons for success in life. As a Boomer myself, I have made many of these points while mentoring those coming up behind me. This book is a "must read" for anyone with Boomer parents. Much of what is going on with that generation is wasting their potential and leaving them poorly equipped to deal with the broken world my generation is passing to them. They need some amazingly good luck. The good news is they can design that luck. Richard E. Goldman talks directly to them, and explains how to make that luck happen. Thus, the title, "Luck by Design." Goldman avoids getting preachy, and instead relates his experiences and the lessons from them. After he draws the lessons, he bridges the gap from theory to application. Goldman was an English major, and it shows. The writing style is clear and direct. He breaks with the norm and writes in standard English, thus avoiding the many "Huh?" moments one encounters when trying to decipher the typical book these days. Goldman's daughter Emily heavily influenced what he wrote this book, and it's apparent that he wrote to meet her expectations. Whereas my generation prefers long passages, her generation prefers text in smaller chunks. So, that's how it's written. Writing to your target audience is never a bad idea. It's worth noting that Goldman knows this audience, because he speaks at high schools and universities (and to other audiences). In fact, he's a founding member of the Milton S. Friedman Lecture Series at Rutgers University. This book begins with an open letter that sums up in one page how badly this world is broken. This is the sobering reality that children of the Boomers have to contend with. They need to know what they're up against, or they are going to be crushed by it. The book continues from that point for nine chapters, then concludes with a PS to the Open Letter. In the PS, Goldman advises to abandon hope (with a nod to Dante, no doubt) and to embrace faith. Have faith in yourself and faith in others. He provides insight on what this means and how to do it. Reading this daily for a few weeks could be a "game changer" for any person starting out in a career. The Preface introduces the reader to the book. It also explains whom the book is for, and why Goldman wrote it. Rather than a chapter by chapter synopsis, let's look at a sampling. The title of the second chapter is "Life is Misadvertised." Goldman makes a point that too many people let advertising dictate their choices. And those choices, consequently, are not always in a person's best interests. Goldman asks, "What is your source of self?" If you define who you are and what you are about, then you can make the right choices. Goldman explains how to build the foundation for doing this. Chapter Four is titled, "We're All Playing for the Same Thing: Time." If you search for me online, you'll see I'm a recognized time management expert. One of the keys to getting more done is to not multi-task. So many people have

this exactly backwards. I like Goldman's take on this, and how he explains why multi-tasking is time-wasting. He's got many other gems in this chapter. For example, learn how to say no. If you carefully read, consider, and put into practice Goldman's discussion on this, it will probably be life-changing for you. Many people in my generation are still not getting this, and if their kids can read Goldman and then teach them, that's great. The title of Chapter Seven is, "All Outer Problems Have Inner Solutions." This is a core concept in the martial arts. On its face, this statement would seem to have many exceptions. Dig deeper, and you find it doesn't. What determines success is how you counter, recover, and learn from the bumps in the experience we call life. Goldman provides specifics on turning problems into opportunities. And he discusses many other useful concepts related to problems. Problems will happen. It's how you deal with them that matters. So, are you ready to make a go of it in the broken world your parents' generation is leaving you? Don't answer that until you've spent a little time reading and reflecting upon Goldman's thoughts.

Goldman maintains that luck is something a person creates with hard work, determination, and good timing. He highlights the achievements of the Baby Boomers and reveals how to design luck into one's life.

About the Author Richard Goldman was born in Hazleton, PA in 1950, and graduated from Rutgers University, with a BA in English, in 1972. A year later he moved to Houston, TX, where he met George Zimmer, who had just opened the first Men's Wearhouse (MW) store. Zimmer hired Goldman to work in that first store, and from that modest beginning arose Goldman's 29-year career. From one store, whose annual sales were less than \$1 million, Zimmer and Goldman, widely recognized as the marketing mastermind of MW, oversaw the creation of the largest chain of men's clothing stores in both the US and Canada. Goldman has also been a featured guest speaker at many universities, including Cal-Berkeley, UCLA, Mills College, Brandeis University, and Cal State Hayward. Additional affiliations include: Board Member and co-founder, SF Connect; Board Member, investor, and consultant to Benefit Magazine; and Brandeis University Member of the Board of Overseers of the Graduate School of International Business and Finance.