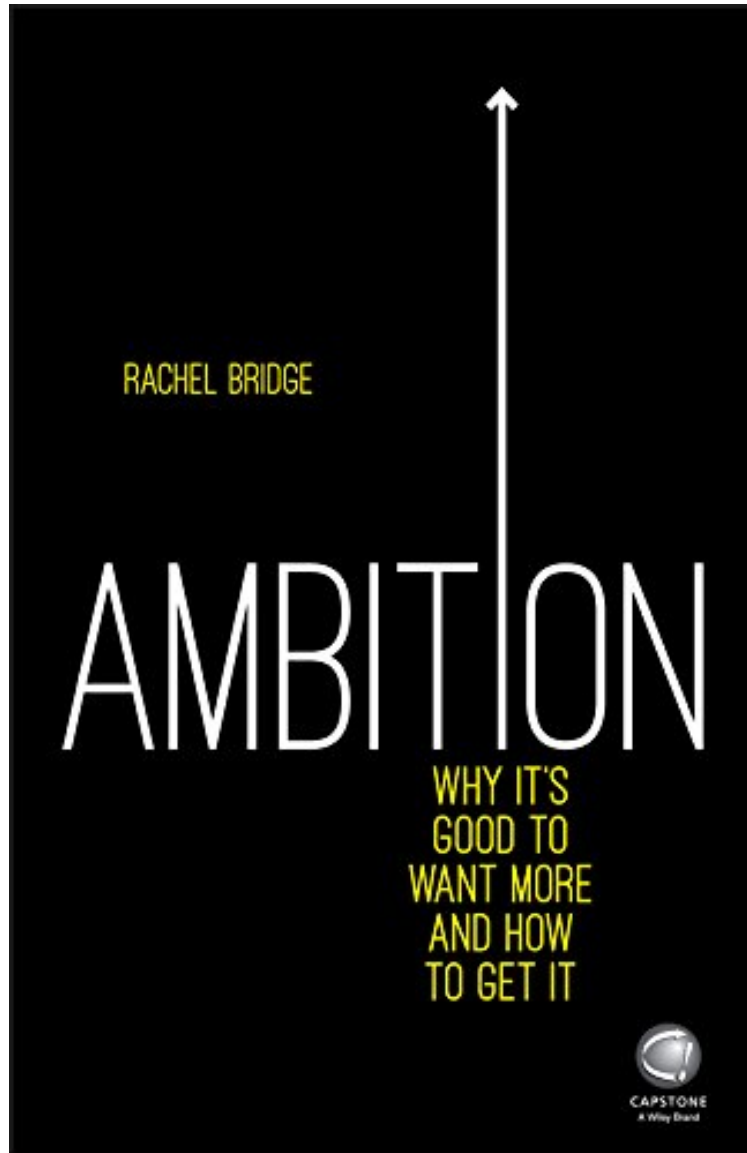


# Ambition: Why It's Good to Want More and How to Get It

*Rachel Bridge*

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**Rachel Bridge : Ambition: Why It's Good to Want More and How to Get It** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ambition: Why It's Good to Want More and How to Get It:

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Be bold. Be brave. Embrace your ambition. Ever have that nagging feeling that you are better than the sum of your current achievements? Do you have a secret desire to be achieving much more, to change the world or to reach the top of your game? Then it is time to use your ambition to your advantage. It has been proven that ambitious people

achieve greater levels of success, whether that be a higher level of education, a more prestigious job, a higher income or more satisfaction in life. Grounded in scientific research and with contributions from people at the height of their success in business, music, the arts and sport, *Ambition* will help you to harness your aspirations to achieve your lifetime goals. It will give you practical insights into how to use your talents and learn from others who have done it before, so that you can get to where you want to be. If you want to get that promotion, achieve that big life-changing goal, start your own successful business, receive that distinctive acclaim, or make a positive difference to the world, then the good news is that you already have the fuel of ambition in you. This book will show you how to use it to drive your success. Reveals how you can do more than you think with what you've already got Helps discover your true motivation using a psychology model and shows you how to use that as the fuel for greater success Contains insights from successful people in all fields including John Torode, Myleene Klass, Will Greenwood, Katie Hopkins and Gavin Patterson Shows that the world is an exciting place and you can do anything if you use your ambition to help you

"If you are looking for a foundation book to get you started with business literature, *Ambition: Why it's Good to Want More and How to Get It*, will fulfil that need in style." (Quality World, August 2016) I like this book. In the best traditions of TEDsters like Amy Cuddy it basically proves that just HAVING ambition is a good thing (The Marketing Society, April 2016) From the Back Cover **BE BOLD. BE BRAVE. EMBRACE YOUR AMBITION.** Ever have that nagging feeling that you are better than the sum of your current achievements? Do you wish to achieve much more, to change the world or to reach the top of your game? **GET TO WHERE YOU WANT TO BE** It has been proven that ambitious people achieve greater levels of success. Grounded in scientific research and with inspiring insights from those at the top of their fields, *Ambition* will help you: Understand that you can do more than you think with what you've already got Discover your true motivation and learn how to use it as the fuel for greater success Pick up practical tips and techniques on how to use your talents Learn from others at the height of their success in business, music, the arts and sport, including John Torode, Myleene Klass, Will Greenwood, Katie Hopkins and Gavin Patterson If you want to get that promotion, achieve that big life-changing goal, start your own successful business, receive that distinctive acclaim, or make a positive difference to the world, then you already have the fuel of ambition in you. It's time to use it to drive your success. "Without ambition we have no direction; but with it, we can achieve anything. Embrace your ambition, read this book and be the success you want to be in the world" —Emma Jones, MBE, founder of Enterprise Nation About the Author Rachel Bridgen is a best-selling author, journalist and public speaker specialising in personal development, smart thinking and entrepreneurship. The former Enterprise Editor of The Sunday Times, Rachel now writes for The Times and The Telegraph. She took a one-woman show to the 2010 Edinburgh Fringe comedy festival, and will be taking another show there in 2016 which will be based on her book *Ambition*. She also holds an MA degree in Economics from Cambridge University.