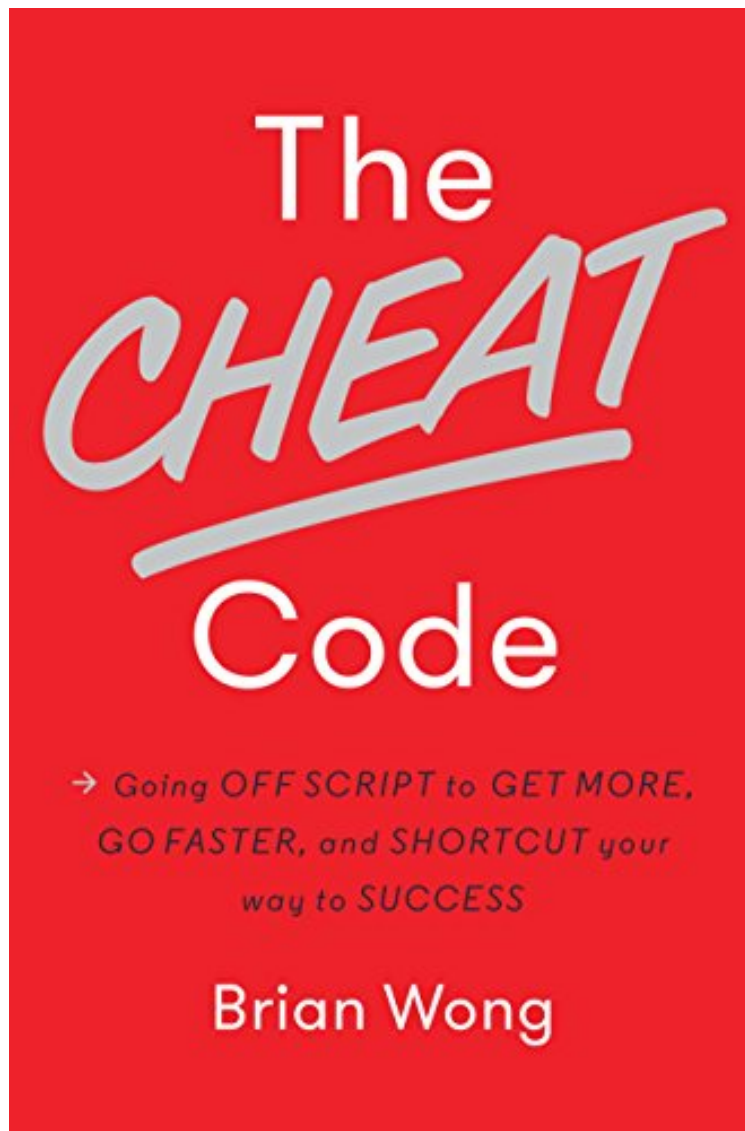


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# The Cheat Code: Going Off Script to Get More, Go Faster, and Shortcut Your Way to Success

Brian Wong

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**Brian Wong : The Cheat Code: Going Off Script to Get More, Go Faster, and Shortcut Your Way to Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Cheat Code: Going Off Script to Get More, Go Faster, and Shortcut Your Way to Success:

0 of 0 people found the following review helpful. Fun book read to me by my EchoBy BillGreat book for learning you way around selling and observation of individuals. Good information and about a 40 minute read time.0 of 0 people

found the following review helpful. Deserves 71 stars  
By CustomerOne word: Masterpiece. Wish I could give this book more stars, one for every cheat!  
Don't listen to the haters and read it for yourself.  
56 of 62 people found the following review helpful. Wong can't get out of his own way writing...  
By Got Influence? Kind of annoying, self-serving "look at me and what I've done and I can do" writing.  
Example, starts a chapter describing his trip to N. Vietnam, beautiful country and a traveling companion begins to complain about having to answer his cell phone. Turns into a coaching tip (don't answer, just because people call). But what does the trip to VN have to do with it?  
Another section - thinking on your feet, Wong says he doesn't know where he got this ability. Ego raises up again!  
And, great, you don't know how you do this, so how can you teach it to us?  
Another tip is to get the media to share your story, instead of touting yourself. Yeah, that's PR Marketing 101 for high school students. How's it a 'cheat code'?  
Mixed with some good ideas, I found the author's personality and extensive puffing himself up very annoying.

Have you ever noticed that there are certain people who seem to get ahead just a bit faster than everyone else? You know, the types who always seem to be a bit ahead of the curve, to get noticed a bit more, and to achieve their goals a bit more quickly than the rest of the pack? And have you ever noticed how much this small edge can matter, and the outsized impact it can have on the trajectory of their careers?  
Twenty-four year old entrepreneur Brian Wong is one of these people, having graduated from college by age 18, having raised \$24 million in venture capital to start his own company before he turned 25, and having grown that company into a global mobile advertising giant in just 4 years.  
His secret? The Cheat Code. Wong believes that most people -- even creative people -- have a tendency to follow a script; to do things the way others do them simply because that way works. But therein lies the secret at the heart of the Cheat Code: anyone can easily shortcut his or her way to success, simply by going slightly off script; by doing things just a little differently from everyone else.  
Here, Wong unlocks the power of the Cheat Code through 71 bite-sized and virtually effortless short-cuts to get a leg up on the competition, garner attention for ourselves and our ideas, and accelerate our success. For example:  
Cheat #7: Don't Ask -- Announce  
Cheat #16: Know Your Superpower!  
Cheat #32: Make Boldness Your Genius  
Cheat #47: Know Who's the Boss  
Cheat #49: Get a Trademark Haircut  
Cheat #51: Use Exclamation Points  
Cheat #55: Focus on What Won't Change  
Cheat #71: Imagine, What If?  
No matter where you aspire to go in your life or career, THE CHEAT CODE will help get you there - faster.

"There's a lot of advice out there about how to get attention for yourself and your ideas, but this is the best one I know of that offers such simple tools for cutting through all the noise to stand out from the pack. In The CHEAT CODE, Brian Wong inspires us to be bold, be a trailblazer, and above all, be ourselves. I cannot think of any better advice for anyone looking to authentically rise above the rest."  
Daymond John, FUBU founder and author of the New Times bestseller, The Power of Broke  
The Cheat Code is an essential tool for those looking to discover a better version of themselves.  
- Tony Hsieh, NY Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. In today's noisy world, it is essential to stand out from the crowd to generate success quickly. The Cheat Code is just what the title implies: a shortcut to getting a leg up on the competition by helping others see the best and boldest version of you. The tools to accelerate your career and build your unique brand are right here in this book.  
- Linda Boff, Chief Marketing Officer, General Electric  
With The Cheat Code, Brian Wong has created a great resource for anyone looking to make their mark in any industry. With chapters like "Cheat 17: Be a Follower" and "Cheat 49: Get a Trademark Haircut" Brian's managed to combine meaningful, actionable advice with charming and self-effacing style for a truly entertaining read.  
I can't recommend The Cheat Code enough.  
Keith Ferrazzi, author of the #1 NY Times Bestseller Who's Got Your Back and Never Eat Alone  
The Cheat Code is a wonderful collection of creative insights and life-hacks - many of which I use on a daily basis." -- Pete Cashmore, Founder and CEO of Mashable  
Brian Wong  
his advice simple and engaging.  
He knows his superpower and shares valuable lessons that will allow you to take off quickly toward a fun filled and empowered life and career.  
Regardless of your age, stage or level, you will find The Cheat Code worth your time. Really!!!  
Julie Washington, Former Chief Marketing Innovation Officer, Jamba Juice  
About the Author  
Brian Wong is the co-founder and CEO of Kiip, a leading mobile advertising network that uses innovative reward systems to redefine how brands connect with consumers. Brian received his Bachelors Degree from the University of British Columbia at age 18 after skipping 4 grades, and shortly after became one of the youngest people to ever receive venture capital funding at the age of 19. He has been recognized with many awards for his creative and entrepreneurial achievements, including Forbes' 30 Under 30 three times, Business Insider's Top 25 Under 25 in Silicon Valley, Mashable's Top 5 Entrepreneurs to Watch, and the AdAge Creativity Top 50. He speaks routinely to corporations such as Kraft, Procter Gamble, Unilever, Lrsquo;Oreal, MasterCard, Pepsi, and Deloitte, and has keynoted at SXSW, Cannes Lions, CES, Forbes Summits, TEDx events around the world, and more.  
Kiip is reinventing how brands connect with consumers through mobile rewards. Kiip powers rewards in over 4,000 apps on iOS and Android, and works with 700+ of top brands in the world. The company has raised over \$24mm in venture capital from American Express

Ventures, Verizon Ventures, Relay Ventures, True Ventures, and Hummer Winblad Venture Partners, and has been named one of the world's 50 Most Innovative Companies by Fast Company.