



## The Living Secret, The Life of Robert Collier

j.P Collier

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Before IBM s THINK campaign and long before Steve Jobs implored us to Think Differently, Robert Collier taught the world HOW to think differently. He was an ordinary man with an extraordinary gift to teach his readers how to utilize the power of thought. He took his personal experiences and knowledge from the numerous books he read and formulated a simple path to having everything one would want through this Life Principle or what he called the genie of the mind

His book The Secret of the Ages inspired the invention of the Lear Jet. His selling strategies inspired Tom Beck to create the Pure Ivory Soap campaign. He taught the world about nutrition, selling wheat germ in bulk. The Robert Collier Letter Book continues to be a top seller all over the world and is presently offered in Japanese translation. Collier has earned the distinction of being one of the greatest marketing minds in history, his methods still being taught in business seminars throughout the country. He was an extraordinarily successful businessman who enjoyed a very rich life with the principles he imparted on the world through his writings. In one of his last communications, he once again implores the reader to read his book where they will learn the secret to riches and abundance.

Go on the journey with Robert in hard times, through two wars, living in the wild hills of West Virginia coalmine country and his rise to fortune. In spite of the many challenges, Robert demonstrated resolve, and showed us how he himself lived what he wrote about. He was the epitome of living the Life Principle or what we now call the Law of Attraction. His principles are as relevant today as they were in the early 1900 s as his books continue to positively change lives.

His biography offers an inside historical perspective on political issues, women s issues, race issues, international issues, economical issues, metaphysics and family issues from the mid 1800 s to the mid 1900 s.



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#### **Betty Brown:**

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