

# JOURNAL OF HUMAN BEHAVIOUR & DEVELOPMENT ISSUES

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- COMMUNITY PSYCHOSOCIAL RESEARCH (COMPRES): A NEW RESEARCH FOCUS AREA FOR COMMUNITY RESEARCH AT THE NORTH-WEST UNIVERSITY IN SOUTH AFRICA
- THE ILLNESS PERCEPTION AND MEANING-MAKING OF PEOPLE LIVING WITH HIV/AIDS
- A RIGHTS-BASED APPROACH TO UNDERSTANDING VIOLENCE-TOLERANCE AND ITS IMPLICATIONS: A BANGLADESHI EXAMPLE
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- "THINK AND GROW RICH" - AUTHOR: NAPOLEON HILL



AMITY INSTITUTE OF  
BEHAVIOURAL & ALLIED SCIENCES



## JOURNAL OF HUMAN BEHAVIOUR AND DEVELOPMENT ISSUES

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## BOOK REVIEW

### “Think and Grow Rich”

**Author : Napoleon Hill**

**Reviewed By : Rajnish Shankhdhar**

Assistant Professor, Marketing, Amity Business School, Amity University, Lucknow, India

All the positive qualities are endlessly embedded within a human body and mind, how early one can detect such thoughts and execute it towards success consciousness is the basic idea framed out from this book. With a simple message that your subconscious mind is your best guide one should never give up and constantly attempt directed efforts with full positive forces of ideas towards his Goals as only this can change any adverse situation favourable within no time and lead one from rags to riches.

The book revolves around the tips required by any individual to devotedly work patiently towards ideas and desires with a never give up attitude that can bring a dynamic and a lasting change on any impoverished stage in life and also disallow interfering of failure consciousness whenever and where ever any one faces.

The book is an eye opener for all readers stating that it is not just wealthy inheritors that construct competency and fame but also feeble and poor small denizens from everyday life who magnetize their minds with intense desire for riches and wealth consciousness gradually becoming masters of their economic fate

**Review Message 1: Whatever the mind of man can conceive and believe it can achieve:**

The book constantly guides readers to believe in the magic of pulsating desire that transcends everything, the author states that desiring riches with a state of mind that becomes an obsession supported by planning of definite ways and means to acquire with persistence and not recognizing failures will bring riches. Quoting the life of Henry Ford and Thomas Edison the author states, success for such men came just one step beyond the point of

defeat at which defeat had overtaken them, for we must remember that Failure is a trickster with a keen sense of irony and shrewdness, it takes a great delight in tipping one when success is almost within reach

**Review Message 2: Both poverty and riches are the off spring of thoughts:**

While feeling the increasing significance of imagination the author highlights that all riches begin with thought and practical dreamers do not quit, quoting the episodes of wright brothers, Marconi, Charles Dickens and Edison the author states that despite more than ten thousand failures they all stood by their dream until making it a physical reality, here the author states six ways to turn desires into Gold which includes establishing a define date and writing out a clear concise statement of Targets reading it aloud everyday

**Review Message 3: The power of sub conscious mind, no one is doomed to bad luck:**

This is one of the best lessons any reader can learn, the book states that repeated instructions to your subconscious mind blended with positive emotions can induce a response from infinite intelligence, it is only your belief or faith that determines the action of your subconscious mind to help you in over whelming impediments. The sub conscious mind translates thought impulse into its physical equivalence constructing positive results, the author here also states the magic of self-suggestion which leads towards the building up of a person's Faith and every man is what he is because of the dominating thoughts that he permits to occupy his mind. Sometimes mixed with faith the sub conscious mind makes no distinction between constructive and destructive thought impulses at times

### **Review Message 4: Auto Suggestion**

How to motivate and guide yourself with reasoning becomes an essential part of your life, the author identifies them as self-suggestion principles stating that it is the agency of communication where conscious thoughts take place serving as a seat of action for your sub conscious mind thus this habit creates thought habits which are favourable to your efforts to transmute desires into its monetary equivalent and your ability will depend largely upon your capacity to concentrate upon a given desire until that desire becomes a burning obsession.

**Review Message 5: Every adversity carries with it the seed of an equivalent or a greater benefit**

Quoting Henry ford's Life struggle as a debtor turning into a millionaire the author states that specialized knowledge and organize planning can help overcome any adversity in life, quoting Henry Ford who had little schooling but had a profound knowledge about his business product, which later made him an invincible millionaire. The author here advocates the system of apprenticeship type training for business school students in the modern era, also termed as night schools operating in many large US cities, where students can be delivered authentic job training and can come out of their daily routine of attending degree classes which actually causes killing off ambitions eventually.

**Review Message 6: The workshop of the mind; transmuting ideas into cash**

Discussing the role of self-confidence and positive approach, the author states that the workshop to produce ideas and determination happens in a human mind and this can be classified into synthetic imagination and creative imagination and the great leaders are developed through creative imagination, ( sixth sense) the author states that one must exercise mind imagination just like any muscle of the human body to make it stronger, The author here narrates the tale of Asa Candler and Dr Frank Gonsaulus, Asa Candler invented the old kettle and the formula which led to the foundation and humungous success of Coca Cola Inc. while Dr Gonsaulus observed and rectified the US education system in early 60s by establishing Illinois Institute of Technology.

**Review Message 7: Snap out of mental inertia**

Explaining the obstacles most of the people face when working from rags to riches the author states that one must come out of mental lags or mental

inertia which happens in most of the individuals because of routine habits and life style. The author states initially most business leaders began in the capacity of followers but they became great leader because they were intelligent followers, further stating that money of itself is nothing but inert matter it cannot move or talk but understands people who desire it. The lawyers who know most of the laws do not win cases as compared to intelligent lawyers who can also prepare drafts and present cases well in courts, the author exclaims remember brains are priceless they cannot be stolen but money can.

**Review Message 8: The Mastery of procrastination; Failure permits no alibis**

The author states here that one must develop the capacity of definite and quick decision making, in the analysis of several hundred people who have accumulated fortunes beyond million dollar it disclosed the fact that every one of them had the habit of reaching decisions promptly. For this, one should create a Master Mind group that should consist of close experts who support your objective, as mentioned in the book, all genius brains of those days were Fords Acquaintances.

the author here also emphasizes that being garrulous is a big obstacle and one must know that genuine wisdom is usually conspicuous through modesty and silence and deeds but not the words are that count the most.

Further highlighting the significance of persistence the author mentions persistence beat resistance and breaks do not come but have to be self-made. Remember poverty is ruthless and bold but Riches have to be attracted with persistence as they are shy and timid.

**Review Message 9: The mystery of sex transmutation and the mighty brain**

The author stipulates the fact that behind every successful man is a women, he quoted the examples of Lincoln, Milton, Charles Dickens, Napoleon, Washington etc. as they all had a heart breaking affair which led them to become highly emotional and dynamic in imagination with executing decisions, the author says that if the sex glands are destroyed in a human body a major source of physical dynamism in performing human action is over.

Discussing the force of mighty brain the author explains that brain is a link between finite

intelligence of man and infinite intelligence of super power, A human brain has 14000000000 nerve cells in cerebral cortex and the power of positive emotions connect us to infinite intelligence which has in fact kept this little earth suspended in the space saving human too from falling from, providing great wisdom of knowledge and support, hence brain exercises must be practiced.

The author states that a human must not worry from the basic fears of old age death poverty criticism but

must strike hard on the goals as one must kill the habit of worry in all its forms by reaching a general blanket decision that nothing which life has to offer is worth the price of worry, even a dog lacks courage when its master lacks courage.

The book is an excellent read for the corporate world also providing an insight to the fact that every man is rich by thoughts and this can be converted to its monetary equivalent. Fortunes gravitate to men whose minds have been prepared to attract them just like water gravitates to ocean.

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Lucknow Campus  
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