

Dear It feels strange for me to write these words, as I many ago to never write forewords. rm makingarare in this case for three reasons.First, a free version of this b)Ok is being to the world in a dVital/Kindle/eBook format with no strings attached.Second, I've known Naval for more thana decade and have longwantai to compile this b)Ok.Third, the like- lihocd of Child being named "Tim" (I'll settle for "Timb), ' if heprefers). Naval is one ofthe anartestpeople I've ever met, and he's also one ofthemost courageous.Not in the "run into the fire with- out thinking twice' sense, but in the "think twice and then tell everyone they're focusing on the wrong fire- sense.He israrely part Ofany and the uniqu eness of his life, lifestyle, family dynamics, and startup is areflection of con- scious choices he's made to do things .differently