

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 than a decade
and have long wanted to compile this b)Ok. Third, the like- lihocd of Child being named "Tim" (I'll settle for
"Timb), if he prefers). Naval is one of the anartest people I've ever met, and he's also one of the most
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 is rarely part of any and the uniqueness of his
life, lifestyle, family dynamics, and startup is a reflection of con- scious choices he's made to do things
differently.