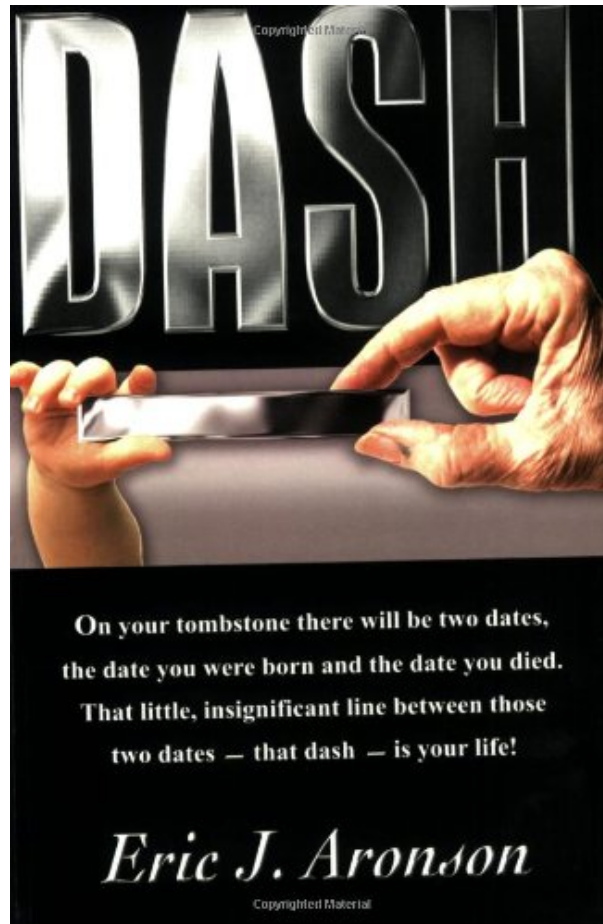
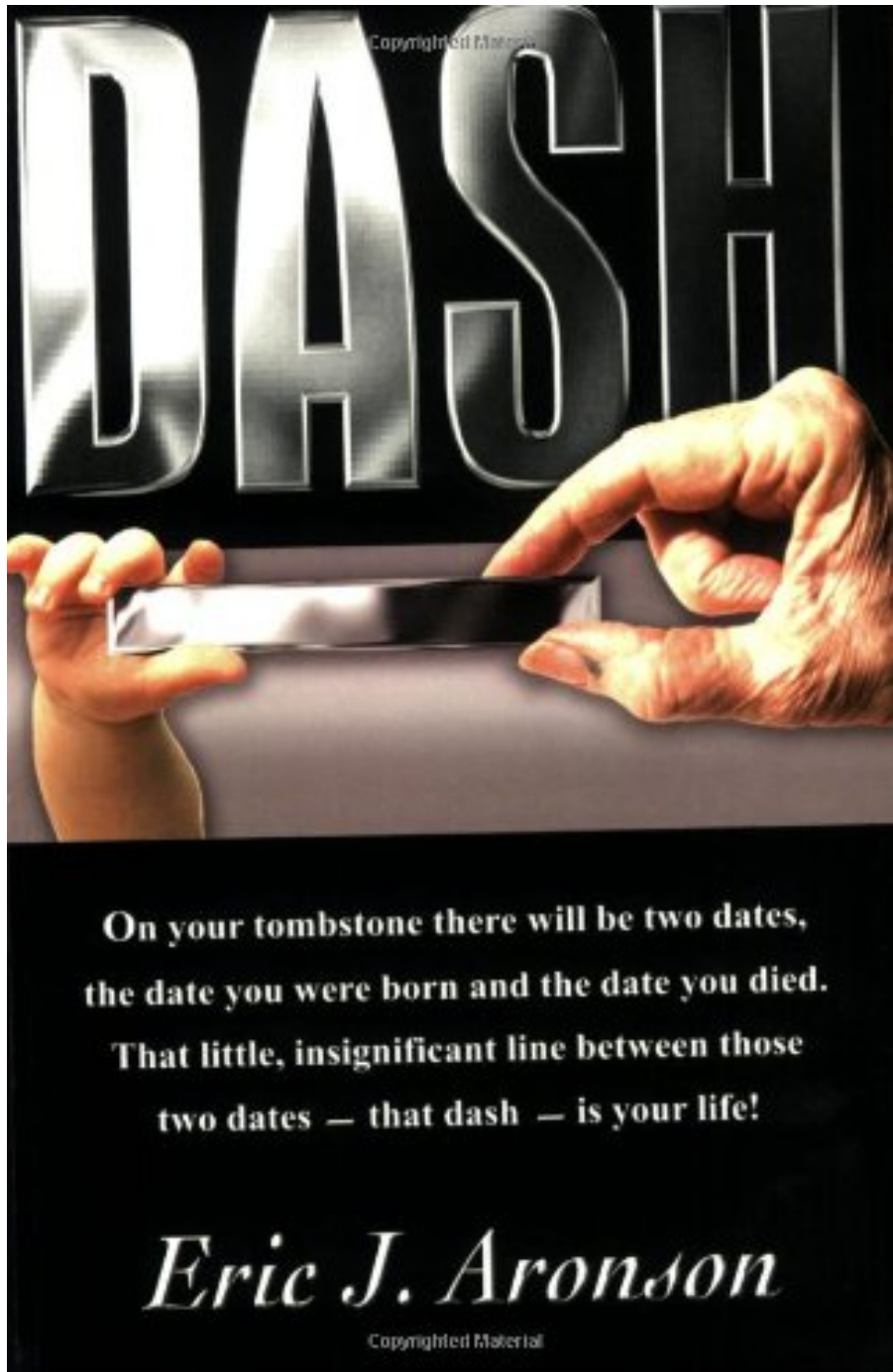


DASH BY ERIC ARONSON



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From the Publisher

Eric J. Aronson, CEO of Dash Systems, Inc. and author of DASH, which stands for determination, attitude, success and happiness, realized his life had spun out of control one night while he was serving his prison sentence, staring at an empty wall and thinking about the shame his three children must have felt for carrying his last name.

"My turning point came in an instant. It happened on June 20, 2000 at 12:06 am in my cell," says Aronson. "At that moment, I realized I had two choices: live or die. I thought about my obligations as a father and a husband. I thought about all the ways my life had spiraled out of control. I said to myself, 'don't give up. Life is short. I had better make it count.'"

. . . and he did. For the rest of his sentence, Aronson read over 600 books and gleaned the most valuable traits out of great leaders and motivators like Mother Theresa and Phil Jackson. He lost 60 pounds and dropped his smoking, drinking and gambling habits. He thought about the things in his own life that had worked for him and the things that did not, the ways in which he had succeeded and the ways he had failed. All of this, he compiled into a book called DASH, intended to motivate others to make the most of their time on earth.

As a child, Aronson was very troubled. He suffered from ADHD, endured sexual abuse by his therapist, lost his mother to cancer and was voted "Most Likely NOT to Succeed" by his high school guidance counselor. After high school, he worked odd jobs until he stumbled upon a career in stock brokerage. Soon, his life began to take off. He was making big money and driving Lamborghini's. He gambled with Hollywood celebrities and became CEO of three separate companies. He also made several individuals in one of his companies millionaires.

But Aronson could not keep up this lifestyle for long. He soon found himself "borrowing from Peter to pay Paul" without worrying about the consequences. At 31, he was indicted for criminal conspiracy, securities fraud and wire fraud in connection with his role in the fraudulent sale of shares in one of his companies and went on to spend three years in prison.

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Reading a book will not change your life, but using the DASH principles will invoke a sense of purpose that will add value to your life, the kind of life that money can't buy. DASH is based on the principles of Dedication, Attitude, Success, and Happiness, and shows the reader how to apply these attributes to their daily lives.

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Features

- Used Book in Good Condition

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Most helpful customer reviews

0 of 0 people found the following review helpful.

Dash is an incredible book!!

By Book Magnet

DASH is one of the best books I have read in a long time!!!! Dash is written by a life coach that truly has experienced some of life's ups and downs---from millionaire Wall Street Stockbroker to spending 3 years in Prison for Fraud and everything in between. While in prison, Eric "made the time serve him instead of serving time" by reading over 600 books from a wide variety of thinkers over the last 20 centuries from Buddha, Socrates, Einstein to Ralph Waldo Emerson, Martha Washington, John Adams, Dwight D Eisenhower to today's authors of self help including Zig Ziglar, Jim Rohn. The wisdom acquired on living life well from these books is culminated in DASH.

The topics are priceless for someone looking for self improvement but essential for someone who might be going through an especially tough time in life. Some of the topics are as follows: How not to worry, how to think positively and the importance of mental baths daily of positive affirmations. How to not live in the past but live in the present completely, how to look at problems and setbacks as opportunities to grow and learn from, the importance of mentors and learning from their experience instead of yours, how to follow your own path in life instead of living up to the expectations others may have for you, how to choose a career that is "following your bliss" whatever it is that you do well, that you do naturally, that you would do even if you weren't getting paid for it...that is what you should do for a living. How to ask the right questions of yourself during difficult times instead of feeding your mind with constant defeatist thoughts. How we can control our attitudes even when we can't control our circumstances. I have underlined the main points and still have gone back to enjoy them time after time. This book gives me strength and encouragement to keep my head up and press forward with the right attitude, especially during our current tough economic times.

Please do yourself a favor and read this book.

9 of 10 people found the following review helpful.

Principles to live by!!!

By A Customer

Finally something worth reading!! With the fast paced society that we live in, it can be easy to get wrapped up and forget about what is important and especially how to stay in touch with ourselves. This book has changed my life. I never realized that something as obvious as the DASH principles, Determination, Attitude, Success, and Happiness was what I was lacking in my life. I had the power to grasp these concepts all along and now, thanks to this book, I have learned how. It was so inspiring to read how an ordinary guy was able to take charge of his life when he was at the bottom and rise to the top with such pride and confidence that so many of us lack. The author made it very easy to relate to his story and see things from his point of view. The power to change our lives is within all of us, but until now I never understood how simple it actually was. I would recommend this book to anyone. It has made such an impact in my life, I can't wait to pass it on.

5 of 5 people found the following review helpful.

LEARNING...LIVING...LOVING MY DASH

By Mary

Hi. my name is Mary. 4 months ago I was a depressed, overweight and single 37 year old divorcee with 2 kids. I know it sounds hard to believe, but after reading this book, I have overcome my bout with depression, lost 30 pounds, I am dating the greatest guy in the world and my relationship with my kids are better than it ever has been.

I am not one for writing reviews, but the world has to know how great this book really is!!!! This book was a turning point in my life that changed everything for the better. I have so many friends who on the outside look and appear happy, but are upset and miserable on the inside. I must have referred this book to 20 friends and family and they all have thanked me for giving them something that has helped them as well. That is why I have to give thanks to the person responsible for changing so many lives.... Eric Aronson. For Mr. Aronson to go through the things that he has gone through and come back the way he did...It is an inspiration to us all. There should be more people out there that can come through the adversity and challenges like Mr. Aronson did with the courage and strength and the ability to share. I look forward to reading any and all other work by this author.

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It's no any type of mistakes when others with their phone on their hand, and you're too. The distinction might last on the product to open **Dash By Eric Aronson** When others open up the phone for chatting as well as speaking all things, you could often open up and check out the soft documents of the Dash By Eric Aronson Obviously, it's unless your phone is offered. You can additionally make or wait in your laptop computer or computer that reduces you to read Dash By Eric Aronson.

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