

THIS BOOK IS NOT FOR THE TIMID

GET A LIFE

A Roadmap to Rule the World

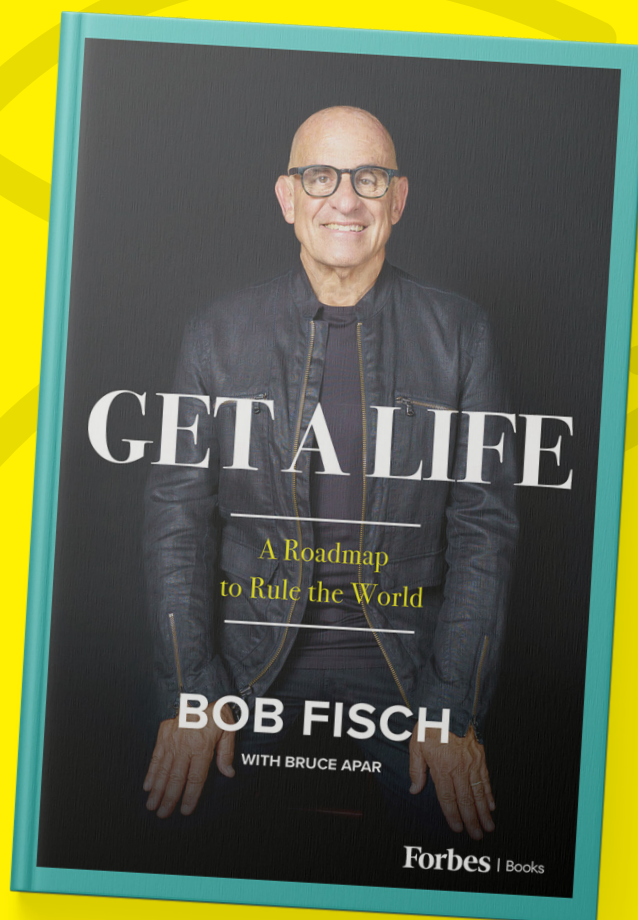
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Fasten your seat belts! You're about to shift your life into overdrive – because you've never been in the presence of a business leader and life coach like Bob Fisch. He's a retailing innovator who has built a billion-dollar legacy of success on bedrock beliefs that set him apart from cookie-cutter CEOs. Bob stares down bullshit and is as demanding of himself as he is of others, all in the name of becoming better every day. He's your truth-telling CEO next door.

In this sequel to his first Forbes Book, *Fisch Tales: The Making of a Millennial Baby Boomer*, Bob takes his foundational advice to the next level, encouraging people to fearlessly pursue their boldest ideas and ambitions.

Bob convincingly explains why our post-pandemic world is the ideal time to take stock of where you want to be later in life by creating a stronger identity for yourself right now. His Roadmap to Rule Your World is brimming with original concepts such as PECPL – Patience, Empathy, Curiosity, Passion, Listening. He underscores the importance of why you should understand the difference between a Job, a Career and a Calling. He explains how Signals and Timing work together and how they are more in your control than you realize.

In *Get a Life*, you'll also learn why it's better to be a Disruptor than an Interruptor or a Spectator.



And you'll get an earful of why Bob, known as a trailblazing maverick among his CEO peers, has no use for popular but flawed advice like Work-Life Balance and Stay in Your Own Lane. For him, it's all about Work-Life Integration and working any lane that will help you and your company succeed.

One of Bob's passions is being an outspoken advocate for Intergenerational Bonding. He says the differences separating generations will become more irrelevant as Intergenerational Bonding becomes more the rule than the exception. As Bob likes to say, "I teach them business. They teach me life."

BOB FISCH

MILLENNIALBABYBOOMER.COM

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GET A LIFE: A ROAD MAP TO RULE THE WORLD IS AVAILABLE ONLINE AND IN BOOKSTORES NOW.



“Get a Life tells you how to build a life that exceeds your own expectations. I know it can be done because I’ve done it. And I help others do it.”

BOB FISCH is recognized as a pioneering merchant for his bold and successful innovations in value-priced, fast-fashion retailing, notably at rue21. In 2009, he took the company from bankruptcy to a fast-track winning streak that included a hot-stock IPO, building a national network of 1,200 stores, and a billion-dollar-plus valuation. Prestigious retail magazine Chain Store Age named Bob one of “10 CEOs to Watch in 2010.” Bob’s success and distinctive managerial style at rue21 are codified in *Retailing*, published by the National Retail Federation (NRF). The standard-reference textbook is considered an industry bible for college students.

Now, Bob’s turned his Midas touch to giving back. He has created the Bob Fisch Graduate Student Award Program for the Fashion Institute of Technology (FIT), the world-renowned college where he both mentors and incentivizes students to exceed their own expectations.

Bob is the author of *Fisch Tales: The Making of a Millennial Baby Boomer*, another Forbes Books release.

Forbes | Books

Published with Forbes Books, the exclusive business book publishing imprint of Forbes Media. Launched in 2016, Forbes Books aligns with Forbes’ mission to convene and curate the most-influential leaders and entrepreneurs who are driving change, transforming business and making a significant impact. Forbes Books offers a holistic branding, visibility, and marketing platform for top business leaders and idea-makers to share their insights with the world.

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