

This pettily petty environment says other things too. It tells you, "Whatever will be will be," that your destiny is outside your control, that "fate" is in complete control. So forget those dreams, forget that finer home, forget that special college for the children, forget the better life. Be resigned. Lie down and wait to die.

And who hasn't heard the statement that "Success isn't worth the price," as if you have to sell your soul, your family life, your conscience, your set of values to reach the top. But, in truth, success doesn't demand a price. Every step forward pays a dividend.

This environment also tells us there's too much competition for the top spots in life. But is there? A personnel selection executive told me that he receives 50 to 250 times as many applicants for jobs that pay \$10,000 per year as for jobs that pay \$50,000 a year. This is to say that there is at least 50 times as much competition for jobs on Second Class Street as for jobs on First Class Avenue. First Class Avenue, U.S.A., is a short, uncrowded street. There are countless vacancies waiting there for people like you who dare to think big.

The basic principles and concepts supporting *The Magic of Thinking Big* come from the highest-pedigree sources, the very finest and biggest-thinking minds yet to live on planet Earth. Minds like the prophet David, who wrote, "As one thinketh in his heart, so is he"; minds such as Emerson, who said, "Great men are those who see that thoughts rule the world"; minds like Milton, who in *Paradise Lost* wrote, "The mind is its own place and in itself can make a heaven of hell or a hell of heaven." Amazingly perceptive minds like Shakespeare, who observed, "There is nothing either good or bad except that thinking makes it so."