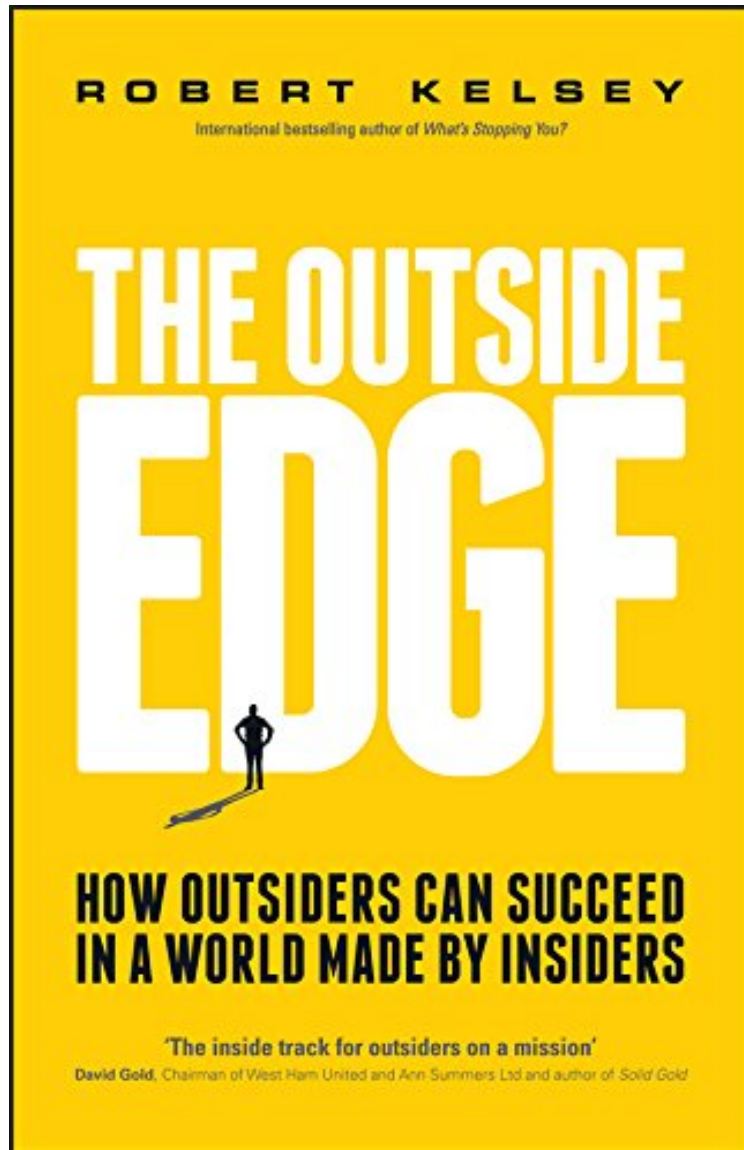


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# The Outside Edge: How Outsiders Can Succeed in a World Made by Insiders

Robert Kelsey

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**Robert Kelsey : The Outside Edge: How Outsiders Can Succeed in a World Made by Insiders** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Outside Edge: How Outsiders Can Succeed in a World Made by Insiders:

1 of 1 people found the following review helpful. EhhhBy Dave pThe book has really good information that I can relate to. But I've never had such a issue reading before. I'm no writer but holy cow the verbiage in this book is so

annoying. I was struggling the entire time to get past the writing and focus on the good information. It seems like the writer is trying too hard to use his vocabulary and overkill it. Seen the writer on CNBC late May and thought I'd give it a shot seeing I was traveling to Italy and had a 10-hour flight....

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Family Trade to read. By Katherine Billingsley Duke  
Family Book sent around for family reading and all give great comments. Katherine Duke, Don Duke, Don Duke, Jr. Austin Duke  
1 of 1 people found the following review helpful.  
Kelsey's book is one of the best books I've read about people who don't fit into ...  
By Emmanuel  
Kelsey's book is one of the best books I've read about people who don't fit into the traditional career mould. I've believed this to be the case for many working class people who work in traditional industries such as finance, journalism, and law. Many self-help books simply urge readers to "be positive" or to "take more action" but I have found this advice to be counter-productive in many cases. The Outside Edge not only identifies the problem of trying to fit a "square peg in the round hole", but offers a credible plan that you can follow to have a fighting chance of a successful career. In my work as a journalist, I've often found myself in many situations where I've felt like an outsider. In many cases, the problem is not the situation but how we interpret them. Kelsey's book offers a number of tools that help you work out what you want out of the tricky situation. The Outside Edge would have been very helpful at the start of my career.

The brand new book from the international bestselling self-help author Robert Kelsey's internationally bestselling self-help books have helped tens of thousands of people overcome fear of failure and underconfidence. Now Robert is back and is here to debunk the ever pervasive myths around the trail-blazing rebel outsider.... Our culture celebrates outsiders while in reality slamming the door in their face. The modern world craves innovation while alienating original thinkers. It encourages creativity while shutting-out all but a privileged few from individualistic expression. What a waste! Yet achieving great things as a genuine outsider is possible. Outsiders can find their own way succeeding without compromising their individuality. They just need to forge an edge. The Outside Edge is all about learning to harness the unique vantage point you possess in order to give yourself the edge required to succeed. It will show you when to embrace your outsider status and go against convention, and when to play the game, do as the insiders do and make sure you can get progress. Think of The Outside Edge as a manual for positively directing your insecurity, awkwardness and role-confusion towards a meaningful future, shaped and pursued on your own terms. By getting The Outside Edge you can: Identity and understand the causes of feeling like an "outsider" Accept yourself while focusing on "finding meaning" for your life Motivate yourself using strong goals, often harnessing creativity Acquire the skills needed to succeed on your own terms Avoid pitfalls such as poor judgement, negativity and extremism.

"Kelsey's book is a welcomed dose of realism in the current zeitgeist of counterproductive David vs Goliath thinking of the Malcolm Gladwell variety" (Elite Business, April 2015)  
From the Back Cover  
**ARE YOU AN OUTSIDER?** This is a timely book from the bestselling author of *What's Stopping You?* Our culture celebrates outsiders while in reality slamming the door in their face. The modern world craves innovation while alienating original thinkers. It encourages creativity while shutting out all but a privileged few from individualistic expression. What a waste!  
**WHAT OUTSIDERS NEED: AN EDGE** Yet achieving great things as a genuine outsider is possible. Outsiders can find their own way succeeding without compromising their individuality. They just need to forge an edge. The Outside Edge is the book for those that feel like they don't belong; the misfits, many with strong untapped talents and potential. It's a recipe for positively directing their insecurity, awkwardness and role-confusion towards a meaningful future, shaped and pursued on their own terms. The Outside Edge helps you to: Identity and understand the causes of feeling like an 'outsider' Accept yourself while focusing on 'finding meaning' for your life Motivate yourself using strong goals, often harnessing creativity Acquire the skills needed to succeed on your own terms Avoid pitfalls such as poor judgement, negativity and extremism  
"This is not another quaint book about how outsiders have an edge. This is a subversive manual for how outsiders can carve an edge for themselves with hard work, creativity and the right mental framework" — Ryan Holiday, bestselling author of *The Obstacle Is The Way*  
"This is an excellent read packed with both cautionary tales and optimistic insight, for anyone who's ever felt on the periphery" — Helena Pozniak, life-skills writer for the Daily Telegraph, The Guardian and The Independent  
About the Author  
Robert Kelsey is author of Capstone's bestselling *What's Stopping You?* exploring why smart people failed to reach their potential. He has gone on to sell over 64,000 copies across three *What's Stopping You?* titles. Robert Kelsey is CEO of Moorgate Communications, a financial PR agency, and was previously CEO of Metrocube, a start-up incubator located in London's fashionable "City-fringes". He trained as a financial journalist before becoming an investment banker and a now an entrepreneur, running his successful PR agency. Yet Kelsey remains and perennial outsider. From a rebellious childhood to an adulthood of pursuing a series of unsuitable careers, he has had a lifetime of failing to settle into any group activities, yet lacking the confidence, guile or know-how to profitably "rebel". Kelsey has developed an enormous insight into both the root causes of alienation and the all-encompassing negative

consequences.