

## The Luck Factor

*Max Gunther*

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**Max Gunther : The Luck Factor** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Luck Factor:

8 of 8 people found the following review helpful. Learn How to Be LuckyBy Vito MazzarinoThis is an excellent read. Though the beginning merely explores (and dispels) different hypotheses concerning luck, it's the second half that provides real value and insight.He backs his theories with solid research and examples and provides an excellent paradigm that anybody can follow to improve their luck in life. It was enjoyable to read and made lots of sense. I've since recommended it to about a dozen people and would recommend it to anybody. In life you need to find any edge you can to achieve success and happiness. This about luck can help people achieve both.0 of 0 people found the following review helpful. Good pioneering examination of the topicBy XuanAs one of the first books specifically on this topic, dating back to the 70s, most of the content still holds up quite well. But compared with Richard Wiseman's book by the same title, which is based on some quantitative and qualitative research, this one feels like more of an essay. The sections that examine the various religious and superstitious explanations of luck are filled with interesting stories but don't lead to any conclusions. So: read it for the stories, or jump to the real meat of the "luck adjustment" in the latter parts of the book. The last chapter is particularly interesting.0 of 0 people found the following review helpful. All in all a very worth while readingBy CustomerI read the Zurich Axioms by the same author before reading this book. Both books are very interesting and thought provoking however there is close similarities in portions of both books. The body of this book is research and interviews the author had with a number of people for reasons that are apparent. This part of the book in not as exciting as the last part where the author lists his conclusions. All in all a very

worth while reading.

Do you want to be one of the lucky ones? Luck. We can't see it or touch it, but we can feel it. Luck is a largely unexplored phenomenon, because many believe it to be uncontrollable. But what if luck could be influenced? What if it were possible to harness it to our own advantage? Taking us on a richly anecdotal ride through the popular theories and histories of luck -- from pseudoscience to paganism, through mathematics to magic -- Max Gunther arrives at a precise set of conclusions as to the nature of luck and the possibility of managing it. By drawing out the logical truths hidden in the examples of outrageous fortune he shares throughout this book, Gunther presents readers with 'The Luck Factor' -- the five traits that lucky people have in common. He then shows you how you can use this approach to improve your luck and turn your fortune around. This book is a must-read for anyone who wants to change their luck -- for the better!

About the Author Max Gunther is the author of several books, including *The Zurich Axioms*, *How to Make Your Man More Sensitive* and *The Very Rich and How They Got That Way*. He is very lucky.