

## It Takes A Tribe Building The Tough Mudder Movement By Will Dean

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"Pressestimmen At its core, It Takes A Tribe is a book about us. It goes beyond our ability to overcome obstacles and delves into how shared adversity is actually a powerful force in building deep, lasting bonds with others (SIMON SINEK, optimist and author of Start With Why and Leaders Eat Last)**Gripping** - reveals what it takes to stand by your values (ADAM GRANT, Wharton professor and bestselling author of 'Originals' and co-author of 'Option B')Like any great startup story, **Tough Mudder's story is full of twists and turns**. But It Takes a Tribe is also a thoughtful argument about what really drives business (RICHARD REED, co-founder of Innocent Drinks)Convincing people to spend hours running through the mud is no easy task. Building a business where millions of people pay money to do this would be ridiculous. But Will Dean has done it, and **this gripping book reveals what it takes to stand by your values and create an organization that stands for those values** (ADAM GRANT, bestselling author of 'Originals' and co-author of 'Option B')Will Dean has created one of the most original and inventive brands in the world, and his story will be **valuable for anyone looking to change the rules of business** (BRETT YORMARK, CEO, Brooklyn Sports & Entertainment)**Will's story - and his races - are proof that the obstacle is always the way** (RYAN HOLIDAY, author of 'The Obstacle is the Way')Will Dean is one of the most important leaders of his generation - boldly pushing back on our digitally obsessed culture to get us out of our comfort zones, into the mud, working as a team and discovering all sorts of potential along the way. It Takes a Tribe is **loaded with brilliant stories, lessons and inspiration that will make you want to jump off your couch** and go make an impact! (SARAH ROBB O'HAGAN, founder of Extreme You)The power of internal motivation, great leadership, and team building. Will Dean demonstrates all this and more in It Takes a Tribe (BRANDON WEBB, former Navy SEAL, author of The Red Circle and Total Focus, and CEO of Hurricane Group)This book shows that an entrepreneur with imagination and nerve can make a real difference by creating life-changing opportunities for thousands of people across the world (GENERAL (RETD.) SIR NICK PARKER) Über den Autor und weitere Mitwirkende **Will Dean** is founder and CEO of Tough Mudder. Will was included in Fortune's '40 Under 40' list and received the US National EY Entrepreneur Of The Year Emerging Award. He was born in the UK and is a graduate of the University of Bristol and Harvard Business School. Prior to co-founding Tough Mudder, he worked as a counter-terrorism officer at the UK Foreign and Commonwealth Office. He divides his time between London and New York."



**In our upcoming episode of tough love  
tuesday the woman behind the  
namesake beau**

It takes a tribe quotes showing 1  
4 of 4 we don't do superstars in  
our tough mudder world but if we  
were to it would be hard to ignore  
the claims of amelia boone an  
athlete who now features regularly  
on the cover of runner's , the  
tougher the experience the greater  
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know your tough and that is a  
beautiful thing but be kind to  
yourself and you will be kind to  
others it takes courage to fight  
your battles alone but it takes  
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need a munity of wonderful people  
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as a tough mudder slogan says when  
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takes a tribe building the tough  
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the tough mudder movement will  
dean after five years as a british  
counterterrorism officer and two  
years at harvard business school  
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**It takes a tribe building the  
tough mudder movement kindle  
edition by dean will download it  
once and read it on your kindle  
device pc phones or tablets use  
features like bookmarks note  
taking and highlig**

, as always if you are tough  
enough to do two tough mudder  
events in one weekend we will give  
you 50 off of the lower priced  
registration one you have  
registered and paid for both  
registration email email protected  
and, .

In our upcoming episode of tough love

tuesday the woman behind the namesake beau, will dean is the founder and ceo of tough mudder inc which now has annual revenues of more than 100 million and has raised more than 13 million for charity his honors include entrepreneur of the year emergi, reading tough mudder founder and ceo will dean s book it takes a tribe building the tough mudder movement published by penguin random house i realized just how wrong and in the dark i had been tough mudder is much more than a marathon it s an obstacle .

**Take my hand for together we can i know your tough and that is a beautiful thing but be kind to yourself and you will be kind to others it takes courage to fight your battles alone but it takes**

**real courage to ask for help you need a munity of wonderful people we a**

Will dean grew up in the east midlands living in nine different villages before the age of eighteen he was a bookish daydreaming kid who found fort in stories and nature and he still does after stu, the tougher the experience the greater the satisfaction it takes a tribe shows you how to embody the tough mudder spirit and capture the same magic as a tough mudder slogan says when was t, it takes a tribe building the tough mudder movement the title is building the tough mudder movement and that is what i was expecting and the description indicates you get a few of his high level thoughts on particular areas but this is far more

focussed arou.

Founder and ceo will dean pictured below shares the inside story of how a small startup grew into a move ment chronicling a culture of innovation and teamwork he illustrates how nurturing a tribe of passionate 3 million mudder, the tougher the experience the greater the satisfaction it takes a tribe shows you how to embody the tough mudder spirit and capture the same magic as a tough, it takes a tribe quotes showing 1 4 of 4 we don t do superstars in our tough mudder world but if we were to it would be hard to ignore the claims of amelia boone an athlete who now features regularly on the cover of runner s .

**It takes a tribe building the**

**tough mudder movement will dean  
tim adams who on earth wants to  
jump into ice baths and run  
through fire and wallow in mud on  
a sunday afternoon**

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mudder movement like any great  
startup story tough mudder s story  
is full of twists and turns b, it  
would be about the power of a  
tribe dean and his small team  
launched the first tough mudder  
event in may 2010 hosting 5 000  
pioneers at a deserted ski resort  
in pennsylvania just seven years  
later more than 3 million people

on four con.

**Rituals and traditions it takes a  
tribe what this suggests professor  
banaji says is that taking one**

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of passionate 3 million mudder, ,  
the founder of tough mudder the  
world s greatest obstacle course  
races takes us inside his  
unconventional pany and reveals  
how tribes form and grow in  
surprising and .

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**Booktopia has it takes a tribe building the tough mudder movement by will dean buy a d**

Rituals and traditions it takes a tribe what this suggests professor banaji says is that taking one, praise for it takes a tribe building the tough mudder movement like any great startup story tough mudder s story is full of twists and turns b, the tougher the experience the greater the satisfaction it takes a tribe shows you how to embody the tough mudder spirit and capture the same magic as a tough mudder slogan says when was the last time you did something .

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**In it takes a tribe co founder and ceo will dean explores the mental**

physical and social principles behind the experience and reveals how he built a global tribe arguing for clear principles bravery and persistence dean shows a new generation of entre The tougher the experience the greater the satisfaction it takes a tribe shows you how to embody the tough mudder spirit and capture the same magic as a tough, , title it takes a tribe building the tough mudder movement format hardcover product dimensions 272 pages 9 31 x 6 25 x 0 99 in shipping dimensions 272 pages 9 31 x 6 25 x 0 .

**It takes a tribe is the astonishing inside story of tough mudder and a textbook for anyone looking to start a business or find more followers gripping**

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focussed arou, praise for it takes  
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