

## SAS: Who Dares Wins: Leadership Secrets From The Special Forces

*In Never Enough, Mike Hayes—former Commander of SEAL Team TWO—helps readers apply high-stakes lessons about excellence, agility, and meaning across their personal and professional lives. Mike Hayes has lived a lifetime of once-in-a-lifetime experiences. He has been held at gunpoint and threatened with execution. He's jumped out of a building rigged to explode, helped amputate a teammate's leg, and made countless split-second life-and-death decisions. He's written countless emails to his family, telling them how much he loves them, just in case those were the last words of his they'd ever read. Outside of the SEALs, he's run meetings in the White House Situation Room, negotiated international arms treaties, and developed high-impact corporate strategies. Over his many years of leadership, he has always strived to be better, to contribute more, and to put others first. That's what makes him an effective leader, and it's the quality that he's identified in all of the great leaders he's encountered. That continual striving to lift those around him has filled Mike's life with meaning and purpose, has made him secure in the knowledge that he brings his best to everything he does, and has made him someone others can rely on. In Never Enough, Mike Hayes recounts dramatic stories and offers battle- and boardroom-tested advice that will motivate readers to do work of value, live lives of purpose, and stretch themselves to reach their highest potential.*

**THE TOP TEN SUNDAY TIMES BESTSELLER** \_\_\_\_\_ 'Inspirational . . . Sandhurst helped me to discover my potential. Now discover yours.' Tim Peake, ESA astronaut 'Brilliant, practical advice. Can help transform your mindset and life.' Ollie Ollerton, star of SAS: Who Dares Wins and bestselling author of Break Point

\_\_\_\_\_ *For Life's Everyday Battles - The first official self-improvement and leadership book from the British Army's world-leading Sandhurst Academy. Winston Churchill never surrendered. Prince Harry has fought for mental health around the world. Tobias Ellwood risked his life to save others during the Westminster terrorist attack. Tim Peake became Britain's first astronaut on the International Space Station. Nicola Wetherill led the first all-female expedition across the Antarctic ice. Ed Withey even organized his wedding with military precision. The one thing all of these individuals have in common? Their world-class Sandhurst training. Stand Up Straight applies 10 simple but transformative lessons that every officer is taught during their time at the world-famous military academy. Modern and counter-intuitive, with its lessons ranging from making your bed and ironing your shirt to achieving discipline, emotional intelligence, resilience and fast decision-making under pressure, the book draws on first-hand experiences from war as well as the leadership lessons taught at Sandhurst. The result is a groundbreaking personal development book that can easily be applied to every aspect of civilian life - work, home, confidence, anxiety, family and friends.* \_\_\_\_\_ "Military Mindfulness" . . . can help us all reach our potential' TELEGRAPH 'I loved this book' CHRIS EVANS, The Chris Evans Breakfast Show 'Brilliant . . . military rules that can change your life . . . Sandhurst's precious life lessons, self-discipline, teamwork, even standing up straight, can make life run smoother, better, nobler, longer' DAILY MAIL 'Follow the General's orders and fold your socks. You'll be a better person for it' THE TIMES 'These military men are on to something. Something as simple as making the bed really can change the mood of the day. Starting right increases your chances of tacking the to-do list with a sense of calm if not ease.' INDEPENDENT 'It's a fantastic read on how to sort yourself out.' PIERS MORGAN 'It's a fascinating book, full of good old-fashioned common sense [. . .] As the Sandhurst alumni include Winston Churchill and Tim Peake, it's a game-raiser.' THIS ENGLAND

*Peter Ratcliffe served in the SAS for twenty-five years. Blooded in Oman in the 1970s, he also saw action in Northern Ireland, in the Falklands War, and in the Gulf campaign. From his early days in the Paras to his time as Regimental Sergeant-Major in the Gulf, he has lived and fought by the motto 'Who Dares Wins'. Eye of the Storm is his insider's account of that exceptional career. Fastpaced, earthy, dramatic, funny, occasionally disturbing, it is laced with firsthand descriptions of ferocious and bloody fighting, sudden death and incredible heroism, and peopled with a cast of extraordinary individuals. Beyond that, however, it corrects many of the distortions and exaggerations of other books, and explodes several long-standing myths about the Regiment. Here - at last - is the authentic voice of the SAS. This enhanced edition contains additional audio and text material: - Audio Recording of an SAS Firefight in Oman, 1973 - The Little Book of SAS by Peter Ratcliffe, an extensive glossary of SAS terms*

**SELECTED AS A BOOK OF THE YEAR 2019 BY THE TIMES, DAILY TELEGRAPH, LONDON EVENING STANDARD, DAILY MAIL AND BBC HISTORY MAGAZINE** 'Magisterial ... If anyone wants to know what has been happening to Britain since the 1950s, it is difficult to imagine a more informative, or better-humoured guide ... a Thucydidean coolness, balance and wisdom that is superb.' - AN Wilson, The Times 'Who Dares Wins captures the period with clairvoyant vividness. Compulsively readable, the book will be indispensable to anyone who wants to understand these pivotal years.' - John Gray, New Statesman 'Immaculately well-researched, breathtakingly broad and beautifully written ... Sandbrook leaves the reader impatient for the next volume.' - Simon Heffer, Daily Telegraph The acclaimed historian of modern Britain, Dominic Sandbrook, tells the story of the early 1980s: the most dramatic, colourful and controversial years in our recent history. Margaret Thatcher had come to power in 1979 with a daring plan to reverse Britain's decline into shabbiness and chaos. But as factories closed their doors, dole queues lengthened and the inner cities exploded in flames, would her radical medicine rescue the Sick Man of Europe - or kill it off? Vivid, surprising and gloriously entertaining, Dominic Sandbrook's new book recreates the decisive turning point in Britain's recent story. For some people this was an age of unparalleled opportunity, the heyday of computers and credit cards, snooker, Sloane Rangers and Spandau Ballet. Yet for others it was an era of shocking bitterness, as industries collapsed, working-class communities buckled and the Labour Party tore itself apart. And when Argentine forces seized the Falkland Islands, it seemed the final humiliation for a wounded, unhappy country, its fortunes now standing on a knife-edge. Here are the early 1980s in all their gaudy glory. This is the story of Tony Benn, Ian Botham and Princess Diana; Joy Division, Chariots of Fire, the Austin Metro and Juliet Bravo; wine bars, Cruise missiles, the ZX Spectrum and the battle for the Falklands. And towering above them all, the most divisive Prime Minister of modern times - the Iron Lady.

**Never Enough**

**12 Rounds to Success**

**Russia's Special Forces**

**A Navy SEAL Commander on Living a Life of Excellence, Agility, and Meaning**

**From Kids' Home to SAS to Pirate Hunter - My Life as a Shadow Warrior**

**SAS: Who Dares Wins Host's Incredible True Story**

**Zero Negativity: The Power of Positive Thinking**

PRE-ORDER NOW The brilliant new book from the multiple Sunday Times bestselling author that will explain the principles behind maintaining a healthy mind and body.

Soldier Spy is the first true story told by an MI5 officer. A shocking, honest account revealing never-before-seen detail into MI5's operation. 'I do it because it is all I know. I'm a hunter of people and I'm damn good at it.' Bestselling author Tom Marcus is the first MI5 officer to tell the true story of British counter terrorism operations on our streets. Recruited after the 7/7 attacks on London, Tom quickly found himself immersed in the tense world of watching, following and infiltrating networks of terrorists, spies and foreign agents. It was a job that took over his life for months at a time and cost him dear, taking him to the limit of physical and mental endurance. Filled with extraordinary, searing accounts of operations that saved countless lives, Soldier Spy is the only authentic account by an ex-MI5 officer of the round-the-clock battle to keep this country's streets safe. 'Very well written, gives a startling amount of operational detail, the biggest shock of all - MI5 agreed to its publication' Sunday Times 'A blistering, visceral insight into life on the front line against terror, revealed in remarkable detail' Daily Telegraph 'Startling, absolutely fascinating. A footsoldier's account out on the street. A vivid picture of surveillance' Midweek, Radio 4 'Gripping. One of the most successful MI5 undercover surveillance officers of his time' Sun

Who Dares Wins in Business is much more than a military analogy in the tradition of Leadership Secrets of Genghis Khan, Sun Tzu and the rest. This is a book by a person who served as a captain in the regular SAS before pursuing a business career that has spanned multiple sectors and markets over two decades. Using concrete research and a refreshing absence of theory and hyperbole, Joff Sharpe's approach is illustrated with stories and case studies from the SAS and a wide range of businesses. Amusing, informative, and occasionally shocking, this is a book for the executive who is willing to take a more courageous approach. 'A good read. Sharpe has certainly done his homework, and generated lots of interesting, relevant facts and stories from both military and corresponding business situations.' Ben Legg, CEO - AdKnowledge 'In an era when the hard won lessons of military operations are seldom transferred first hand to the commercial battle-ground, Sharpe offers a unique and grounded military 'phronesis' examining the virtues of courage and resilience. A must read.' Dr. Bryan Watters OBE, Professor of Leadership - Cranfield University

A THRILLER SO REAL IT HURTS It's here: the landmark debut thriller from superstar Ant Middleton, million-selling, number one Sunday Times author of First Man In and The Fear Bubble and star of SAS: Who Dares Wins. Mallory - he was the best of the best, a Special Forces leader and a hero. But then he made a fatal decision, gambling with the lives of his men with terrible consequences: two dead, and his young friend Donno left in a coma. Back on the streets, with nothing to lose, Mallory has a darkness growing inside him, a dangerous need to seek out trouble. Then Donno's mother asks him for help: her other son, Scott, has gone missing in South Africa, and she wants Mallory to find him. Perhaps it's redemption, perhaps he's looking for revenge on the world, but suddenly Mallory has a purpose, and nothing and no one is going to stand in his way. 'A white-knuckler' -- GREGG HURWITZ 'A real page-turner with a bang of a finish' -- SIMON KERNICK 'A pressure cooker of thrills, excitement and fear' -- MARK DAWSON

Seven Troop

Spetsnaz

Sniper One

Twenty-Five Years In Action With The SAS

Elite!

Who Dares Wins in Business

Behind the Mask

NO.1 BESTSELLER ANT MIDDLETON SHARES HIS SECRETS ABOUT HIS POSITIVE MINDSET AND TEACHES YOU TO LIVE A LIFE WITH ZERO NEGATIVITY

Sunday Times bestseller Growing up on the Wirral, Hannah Jackson had no idea she wanted to work on a farm until a life-changing family visit to the Lake District in her late teens. It was there where she first saw a lamb being born, giving her the drive to defy her urban roots and become a professional shepherd. She never looked back. In this uplifting and inspirational memoir, Hannah shares how she broke the stereotypes of her 'townie' beginnings, took risks and faced up to the challenges of being a young woman in a male-dominated industry, and followed her heart to become the Red Shepherdess. But behind the beautiful landscape, talented sheepdogs and eye-catching red hair was a steep learning curve. The physically and mentally demanding conditions she faced as she chased her dreams to build her own Cumbrian farm taught Hannah the values she holds true, including community, leadership, patience and resilience. In Call Me Red, Hannah gives a unique insight into farming life and reveals a mindset and determination that proves no matter your background, with hard graft (and a loyal sheepdog) you can make your dreams a reality.

Ex-Special Forces soldier Alex Abbott escaped the Middle East under a cloud and now lives hand-to-mouth in Singapore. Scraping a living as a gun for hire and estranged from his family, Abbott is haunted by ghosts of the past, drinking to dull the pain. Life's tough, but there is one upside - at least he's not in Baghdad. That's about to change. When a job goes badly wrong, Abbott's in hot water. Next he learns that his military son, Nathan, is missing in Iraq. Knowing something is wrong, needing to find his son and desperate for redemption, Abbott has no choice but to go back. Returning to Baghdad, Abbott renews old acquaintances and begins his search for Nathan. The body count rises as old wounds open and he struggles to confront his demons, self-medicating the only way he knows how. But when one of his old crew turns up dead in mysterious circumstances and the link with Nathan is clear, Abbott begins to suspect a trap. But who is the hunter? And who is the hunted?

THE SUNDAY TIMES BESTSELLER OLLIE OLLERTON CO-HOSTS SAS: WHO DARES WINS ALONGSIDE ANT MIDDLETON, JASON FOX and MARK BILLINGHAM. THIS IS HIS INCREDIBLE TRUE STORY

Where is your break point? Is it here? Facing the gruelling SAS selection process on one leg, with a busted ankle and the finish line nowhere in sight? Or here? Under heavy fire from armed kidnappers while protecting journalists

en route to Baghdad. Or is it here? At the bottom of a bottle, with a family in pieces, unable to adapt to a civilian lifestyle, yearning for a warzone? Ex-Special Forces soldier and star of TV's SAS: Who Dares Wins, Ollie Ollerton has faced many break points in his life and now he tells us the vital lessons he has learnt. His incredible story features hardened criminals, high-speed car chases, counter-terrorism and humanitarian heroics - freeing children from a trafficking ring in Thailand. Ollie has faced break points in his personal life too, surviving a freak childhood attack, run-ins with the law as a teenager rebelling against a broken home, his self-destructive battles with alcohol and drug addiction, and his struggles with anxiety and depression. His final redemption as an entrepreneur and mental health charity ambassador has seen him overcome adversity to build a new and better life. 'Everyone has the capacity for incredible achievement, because it's only when it's crunch time, when you're down to your last bullet - when you're at break point - that you find out who you really are.'

The Attributes

The sequel to BORN FEARLESS, the Sunday Times bestseller

Stand Up Straight

The SAS in Rhodesia

First Man In

The Sunday Times bestselling thriller

A Story of War and All That Follows

JOIN SAS LEGEND PHIL CAMPION AS HE SHARES HIS DEEPLY PERSONAL LIFE STORY, WARTS AND ALL In WHO DARES WINS Big Phil Campion reveals his chequered past, from terrible abuse suffered in a string of kids' homes to psychological abuse suffered at a top public school. Phil guides you through his soldiering career, from the so called "green army" to the brutal trial of SAS selection and all that followed. This includes years spent providing private military services across war-torn and risk-laden Africa; in between he was body-guarded the likes of Led Zep, Oasis, Kasabian, Dizzy Rascal and Pro Green. Phil takes you on his gripping, behind-the-scenes adventure acting as a roving reporter for Sky TV in Syria and Northern Iraq, more often than not under fire. Brave, riveting and truly revelatory, WHO DARES WINS is packed full of jaw-dropping stories to quicken the blood, while also telling of the psychological toll a life in conflict took on the author. 'One of the best first-hand accounts of life in combat ever written' Andy McNab on Born Fearless With four years in the Parachute Regiment, ten years in the SAS and two Everest summits to his name, no one is better equipped than Jay Morton to reveal what it takes to become the best of the best.

Team Spirit is a gripping account of a race on the edge, and a young skipper's determined journey to victory. The Clipper Round the World Yacht Race is the ultimate long distance challenge - a 35,000-mile circumnavigation of the globe, contested by amateur crews in identical racing yachts - and the winners are those who keep their focus the longest. The 2010 winner was 28-year-old Brendan Hall and his crew in Spirit of Australia. Although Brendan was the youngest and least experienced skipper in the race, the win was no accident - it was the culmination of years of training, skilled navigation and a leadership style way beyond his years.

'A vivid, searing account of a life at war.' BEAR GRYLLS 'The most important book you'll ever read... Battle Scars will save lives.' TOM MARCUS, author of SOLDIER SPY This is a true story. The events depicted took place during the last decade in an unnamed warzone. The names and locations have been redacted to protect the security of those involved and the practices of the British Special Forces. Out of respect for the KIA and survivors, everything else has been told as it happened... Jason Fox served with the SBS for over a decade, thriving on the close bonds of the Special Forces brotherhood and the 'death or glory' nature of their missions. Battle Scars tells the story of his career as an elite operator, from the gunfights, hostage rescues, daring escapes and heroic endeavours that defined his service, to a battle of a very different kind- the psychological devastation of combat that forced him to leave the military, and the hard reality of what takes place in the mind of a man once a career of imagined invincibility has come to an end. Unflinchingly honest, Battle Scars is a breathtaking account of Special Forces soldiering- a chronicle of operational bravery, and of superhuman courage on and off the battlefield.

Relentless

Life Under Fire

The Digested Read

Eliminate Doubt, Embrace Courage, Transform Your Life

Scar Tissue

Break Point

Britain, 1979-1982

*The Sunday Times Bestseller that inspired BBC drama Danny Boy At the age of 23, Brian Wood was thrust into the front line in Iraq, in the infamous Battle of Danny Boy. Ambushed, he led a charge across open ground with insurgents firing at just five soldiers. On his return, he was awarded the Military Cross. But Brian's story had only just begun. Struggling to re-integrate into family life, he suffered from PTSD. Then, five years later, a letter arrived: it summoned him to give evidence at the Al-Sweady Inquiry into allegations of war crimes by British soldiers during the Iraq invasion of 2003. After years of public shame, Brian took the stand and*

*delivered a powerful testimony, and following the tense inquiry room scenes, justice was finally served. Phil Shiner, the lawyer who made the false accusations, was struck off and stripped of an honorary doctorate. In this compelling memoir, Brian speaks powerfully and movingly about the three battles in his life, from being ambushed with no cover, to the mental battle to adjust at home, to being falsely accused of hideous war crimes. It's a remarkable and dark curve which ends with his honour restored but, as he says, it was too little, too late.*

*A memoir from a Special Forces fighter about his experiences in the Rhodesian War and how combat has shaped his life. Andre Scheepers grew up on a farm in Rhodesia, learning about the bush from his African childhood friends, before joining the army. A quiet, introspective thinker, Andre started out as a trooper in the SAS before being commissioned into the Rhodesian Light Infantry Commandos, where he was engaged in fireforce combat operations. He then rejoined the SAS. Wounded thirteen times, his operational record is exceptional, even by the tough standards that existed at the time. He emerged as the SAS officer par excellence—beloved by his men, displaying extraordinary calm, courage, and audacious cunning during a host of extremely dangerous operations. Here, Andre writes vividly about his experiences, his emotions, and his state of mind during the war, and reflects candidly on what he learned and how war has shaped his life since. In addition to Andre's personal story, this book reveals more about some of the other men who were distinguished operators in SAS operations during the Rhodesian War. "Andre was the best of the best and the bravest of the brave." —Capt. Darrell Watt, ex-SAS and subject of A Handful of Hard Men*

*THE SUNDAY TIMES BESTSELLER SHORTLISTED FOR SPORTS AUTOBIOGRAPHY OF THE YEAR AT THE 2020 TELEGRAPH SPORTS BOOK AWARDS. BEN STOKES: WINNER OF THE 2019 BBC SPORTS PERSONALITY OF THE YEAR AWARD 'He is the Special One, and I intend to call him that for the rest of his career' Sir Ian Botham, Daily Telegraph 'There are not enough superlatives to describe Ben Stokes' Nasser Hussain, Daily Mail 'The undisputed hero of English cricket' The Times Early evening on Sunday 14th July 2019. Lord's Cricket Ground in London. Something unprecedented had just happened: England had won the Cricket World Cup for the very first time since the tournament's inception in 1975. At the epicentre of England's historic triumph was Ben Stokes, the talismanic all-rounder with an insatiable appetite for The Big Occasion. He contributed a critical 84 runs off 98 balls when England batted, a seemingly nerveless innings of discipline and maturity. Thrillingly, it was enough to tie the scores at 241 runs each, so the match reverted to a Super Over - just six balls for each side to bat in the ultimate in sporting sudden-death. Stokes and Jos Buttler saw England to 15 runs off their over. When it was finally confirmed that Martin Guptill had been run out off the very last ball of New Zealand's Super Over with the scores level once again, England had astonishingly won on the boundary count-back, and the nation could finally breathe again. Early evening on Sunday 25th August 2019. A sun-drenched Headingley in Leeds. Having been bowled out for just 67 earlier in the Third Test, England were facing the prospect of failing to regain the Ashes. In their second innings England were still 73 runs short of victory with a solitary wicket remaining. Australia were near certainties to retain the Ashes there and then. Cue one of the most amazing innings ever witnessed as Ben Stokes thrashed the Australian bowlers to all corners of the ground, in the process scoring 135 not out, driving England to a barely-believable one-wicket victory, and keeping the series very much alive. The nation took another breath. On Fire is Ben Stokes' brand new book, and in it he tells the story of England's electrifying first ever Cricket World Cup triumph, as well as this summer's momentous Ashes Test series. It is the ultimate insider's account of the most nerve-shredding but riveting three-and-a-half months in English cricket history.*

*SPECIAL & ELITE FORCES. Life and leadership lessons from the Special Forces, accompanying the Channel 4 series SAS: Who Dares Wins. Are you up to the challenge of SAS leadership? Only the best will succeed...Britain's SAS (Special Air Service) has an unparalleled reputation for soldiering excellence. Their skills and techniques have been perfected in the most demanding environments imaginable, but many of these can also be used in our everyday lives. This book takes situations all of us will experience during our lives and presents tactical lessons drawn from SAS training and battlefield experience. Its four authors - stars of the hit Channel 4 show SAS: Who Dares Wins - how their finely honed understanding of how to handle extreme challenges can be applied in any environment.*

*Who Dares Wins*

*The Sunday Times Bestseller - Build Inner Strength and Thrive Under Pressure*

*The Fear Bubble: Harness Fear and Live Without Limits*

*SAS: Who Dares Wins*

*A Code of Honour, A Complete Betrayal*

*World Class*

*Mental Fitness: 15 Rules to Strengthen Your Body and Mind*

*SAS: Who Dares Wins Leadership Secrets from the Special Forces Hachette UK*

*In 1983 Andy McNab was assigned to B Squadron, one of the four Sabre Squadrons of the SAS, and within it to Air Troop, otherwise known as SEVEN TROOP. This is Andy McNab's gripping account of the time he served in the company of a remarkable group of men from the day, freshly badged, he joined them in the Malayan jungle, to the day, ten years later, that he handed in his sand-coloured beret and started a new life. The links they forged then bound them inextricably together, but the things they saw and did during that time would take them all to breaking point and some beyond in the years that were to follow. He who dares doesn't always win . . ."*

*WINNER AT THE TELEGRAPH SPORTS BOOK AWARDS 2021 HEALTH AND FITNESS \*The Sunday Times Number One Business Bestseller\* Pre-order now: the knockout book about success and*

*mindset, by one of boxing's most respected and influential promoters. 'Relentless fizzles with Hearn's work ethic' - Financial Times \_\_\_\_\_ What does it take to succeed? What is the mindset required to be the best? How do you stay at the top of your field? How do you come back from failure? Eddie Hearn knows what it takes. In his remarkable career, Hearn has worked alongside some of the biggest names in sports entertainment and has seen first-hand the grit and relentless determination that it takes to succeed. Structured around the key skills that Eddie Hearn values the most, this book looks at his business, life, and the drive to succeed. Covering subjects such as discipline, passion, preparation, motivation and failure, this book shows you what it takes to get the most in your life and career. In this insightful and revealing book, Eddie talks about the highs and lows of his career - from negotiating a billion dollar boxing deal to selling out Wembley for the Joshua Klitschko fight - and draws the valuable lessons that we can learn from boxing's toughest performers. \_\_\_\_\_ 'Arguably the world's most powerful boxing promoter' - Financial Times 'The most powerful man in British boxing' Business Insider 'Eddie Hearn has been at the forefront of boxing's resurgence' GQ 'The biggest promoter in boxing' Square Mile \_\_\_\_\_ The perfect book for when life deals a knockout blow, an invaluable guide about making the most from life, drawn from the hard-won lessons of one of the most successful boxing promoters in the world.*

*'Hard eyes stare out of massive beards, their faces marked by the scars of battle. With these guys their webbing looks like it belongs to them, rather than it's been hung on a pair of reluctant shoulders. There's not a word been said to us, but the ante has clearly been upped. There's a dark and sinister feeling in the air. It doesn't take a genius to figure it's about to kick off.' Former SAS soldier Big Phil Champion tells it like is in this brutally honest account of his insanely dangerous life as a private military operator. From playing chicken with a suicide bomber in backstreet Kabul, to taking on pirates with his bare hands, this is true-life action-packed drama at its best.*

*Born Fearless*

*Soldier Spy*

*Cold Justice*

*Battle Ready*

*My Autobiography – Winner of the Telegraph Sports Book of the Year*

*My Story of England's Summer to Remember*

For more than 20 years, Floyd Woodrow MBE served in the SAS. Inspiring his men in the most demanding of situations, Floyd drove his team to the highest levels of success. Awarded the Distinguished Conduct Medal for bravery, Floyd operated at the level of the elite. Since leaving the SAS in 2008, Floyd has brought the motivational lessons and techniques learnt in the world's toughest environments to businesses, governments, sports teams and police forces around the world. Guaranteed to boost productivity, team cohesion, individual motivation and overall leadership, 'Elite!' contains Floyd's deeply practical, innovative and highly sought-after teachings. His inspiring approach is united with a detailed understanding of the theories and psychology that underpin cutting-edge motivational training. By harnessing this potent combination, whether you are seeking self-improvement or looking to get the best out of a team of hundreds, Floyd Woodrow's inspirational new book contains the only approach that will place you amongst the 'Elite!'.

'Dean's journey from the Special Boat Service to intrepid adventurer is truly inspirational.' - Sir Ranulph Fiennes 'An extraordinary tale of courage and adventure. Dean's story is inspirational.' - Levison Wood 'Dean's relentless determination to help those who face many mental health battles is incredible and admirable - he's a hero to many.' - Bear Grylls For readers of Ant Middleton, Jason Fox, Brian Wood, Bear Grylls and Billy Billingham comes the extraordinary, inspirational story of Special Boat Service soldier and adventurer Dean Stott. Everybody has heard the SAS motto that who dares wins, but special forces warrior Dean Stott also lives his life by another powerful mantra - that of the relentless pursuit of excellence. In 16 years of service, Dean rose to the top of Britain's fighting force, taking part of some of the most daring and dangerous operations in the war on terror, and then in the private security force, where missions included him singlehandedly evacuating the Canadian Embassy in Libya. But then, following a horrific parachuting accident, Dean's dream career was cut short, and his ethos was put to its toughest test. Just like the day when Dean's dad said that he could never make it as a soldier, Dean's doctors told him that he would never again perform at the elite level. To put it mildly, Dean disagreed, but even those that knew him were staggered by the mission that he set himself - the man who didn't own a bike would cycle the Pan American Highway, a 14,000 mile route that stretches from Argentina to Alaska, passing through some of the most dangerous countries in the world. A passionate mental health campaigner, Dean decided to up the stakes further by setting himself the task of raising a million pounds for charity. With two world records also in his sights, the stage was set for Dean to rediscover the tenacity, bravery, and downright doggedness that saw him rise to the top of the Special Forces. The final curveball arrived in the shape of a wedding invitation from his old friend Prince Harry - would he make it back in time for the royal wedding, or at all? Dean Stott is Relentless, and this is his story.

'So much of what I know about trust I learned from Rich Diviney'- Simon Sinek 'Incredible... explains why some people thrive - even when things get hard' - Charles Duhigg 'If you care about getting better, you need to buy this book' Daniel Coyle Learn the secret to being your best During his twenty years as a Navy officer and SEAL, Rich Diviney was intimately involved in specialized SEAL selection, whittling hundreds of extraordinary candidates down to a handful of elite performers. But Diviney was often surprised by who succeeded. Those with the right skills sometimes failed, while others he had initially dismissed became top performers. Why weren't the most skillful candidates the ones who would succeed best in some of the world's toughest military assignments? Through years of observation, Diviney cracked the code: beneath obvious skills are a successful recruit's core attributes, the innate traits for a person's performance as an individual and in a team. This book defines these key attributes - including cunning, adaptability, even narcissism - so you can identify and understand your own and those of people around you, helping you perform optimally in all areas of your life.

What gives the world's best leaders the edge? Will Greenwood is best known for being an integral part of the 2003 Rugby World Cup-winning team. Ben Fennell has spent over 16 years helping the world's biggest businesses and brands grow. Together, they have established that world-class performance - in both business and sport - requires a fresh approach, and a new set

of behaviours. Having spoken to inspirational leaders across all areas of business and sport, including Michael Johnson, Tanni Grey-Thompson, Rio Ferdinand, Dame Carolyn McCall, Dave Lewis and Sir Clive Woodward, the authors have identified the key characteristics of world-class performance. These guiding principles of celebrating difference, forging togetherness and accelerating growth constitute a new framework for modern leadership. Packed with insightful personal stories, and often painfully learnt lessons, Will and Ben offer a new playbook for world-class leadership, learning and growth.

Eye of the Storm

The Blistering True Story of a British Battle Group Under Siege

SAS - Who Dares Wins

On Fire

10 Life Lessons from the Royal Military Academy Sandhurst

25 Hidden Drivers of Optimal Performance

The Feather Men

Authoritative illustrated analysis of the history of the military Special Forces units of the Soviet Union and Russian Federation. When the shadowy, notorious Spetsnaz were first formed, they drew on a long Soviet tradition of elite, behind-the-lines commando forces from World War II and even earlier. Throughout the 1960s-70s they were instrumental both in projecting Soviet power in the Third World and in suppressing resistance within the Warsaw pact. As a powerful, but mysterious tool of a world superpower, the Spetsnaz have inevitably become the focus of many 'tall tales' in the West. In this book, a peerless authority on Russia's military Special Forces debunks several of these myths, uncovering truths that are often even more remarkable. Since the chaotic dissolution of the USSR and the two Chechen Wars, Russian forces have seen increasing modernization, involving them ever more in power-projection, counter-insurgency and anti-terrorism and the Spetsnaz have been deployed as a spearhead in virtually all of these operations. This fully illustrated book packed with details such as orders-of-battle, equipment and operational doctrine offers a unique, absorbing guide to the secrets of the Spetsnaz, their most noteworthy missions and personalities.

The story of a secret organization called The Feathermen and their 14-year attempt to trace the killers of a number of British ex-servicemen in Britain and abroad. Ranulph Fiennes has published eight books, two of which have been in The Sunday Times bestseller list.

'Billy is inspirational and always humble. A giant of a man!' - Bear Grylls 'The most experienced Special Forces soldier in recent memory. The Hard Way is brutally brilliant.' - Tom Marcus, Number One bestselling author of Soldier Spy Billy Billingham grew up tough; a grim future ahead of him offering little respite from the hostile streets he walked. Leaving school at eleven years of age, the threat of borstal hanging over his head, running with gangs in Birmingham, and almost being killed in a knife fight eventually led to Billy discovering the British armed forces at sixteen years of age. It would be the making of him. Billingham would graduate from the Royal Marine cadets to enlisting with the Parachute Regiment in 1983, where he would serve with distinction as a Patrol Commander and expert sniper. In 1991 he took on an even bigger challenge - taking the SAS course - the fearsome and secretive elite special forces unit with a well-won reputation for excellence in operating in extreme and hazardous conditions. He excelled in this life, rising to the rank of sergeant major for the regiment, and undertaking dozens of classified and extremely dangerous missions. He would ultimately serve seventeen years with the SAS, serving in countless war zones, winning a commendation for bravery and being awarded the MBE. After leaving the army he would embrace the life of a bodyguard to Hollywood stars such as Angelina Jolie, Brad Pitt, Sir Michael Caine, Tom Cruise and Russell Crowe, before being recruited as one of the lead instructors on SAS - Who Dares Wins for television. Billy is a highly-decorated veteran; with a reputation for excellence, honesty and integrity not only supporting his comrades Ant Middleton, Jason Fox and Ollie Ollerton, but equally intimidating and inspiring the contestants who take on the gruelling challenges each week. The Hard Way details Billy's story thus far, but will also educate and enthrall those wishing to seek a challenge and conquer it - the SAS way.

We all saw it at once. Half a dozen voices screamed 'Grenade!' simultaneously. Then everything went into slow motion. The grenade took an age to travel through its 20 metre arc. A dark, small oval-shaped package of misery the size of a peach ... April 2004: Sgt Dan Mills and his platoon of snipers fly into southern Iraq, part of an infantry battalion sent to win hearts and minds. They were soon fighting for their lives. Back home we were told they were peacekeeping. But there was no peace to keep. Because within

days of arriving in theatre, Mills and his men were caught up in the longest, most sustained firefight British troops had faced for over fifty years. This awe-inspiring account tells of total war in throat-burning winds and fifty-degree heat, blasted by mortars and surrounded by heavily armed militias. For six months, they fought alone: isolated, besieged and under constant enemy fire. Their heroic stand a modern-day Rorke's Drift.

Soldier: Respect Is Earned

Double Crossed

Battle Scars

We Dared to Win

Call Me Red

Team Spirit

The Hard Way

**The brilliant, inspirational next book by the author of the incredible No. 1 bestseller FIRST MAN IN.**

**Literary ombudsman John Crace never met an important book he didn't like to deconstruct. From Salman Rushdie to John Grisham, Crace retells the big books in just 500 biting satirical words, pointing his pen at the clunky plots, stylistic tics and pretensions to Big Ideas, as he turns publishers' golden dream books into dross. In the grand tradition of Tom Lehrer and Stan Freberg, Crace takes the books that produce the most media hype and retells each story in its author's inimitable style. Philip Roth, Don DeLillo, Margaret Drabble, Paul Auster, Alice Sebold, John Updike, Tom Wolfe, Ruth Rendell, A.S. Byatt, John LeCarre, Michael Crichton and Ian McEwan all emerge delightfully scathed in this book that makes it easy to talk knowingly about books you've never bothered to read or, for that matter, should have.**

**How do you make a commitment and achieve your goals? How do you end procrastination and hesitation that feeds self-doubt? How do you learn to be courageous in all aspects of your life? Ex-Special Forces soldier Ollie Ollerton knows more than his fair share about keeping going. As a recruit he survived the infamously tough SAS selection process on a busted ankle with the Directing Staff pleading with him to give up. But it's in Ollie's personal life that he really had to dig deep. At his lowest he was battling a failed relationship, substance abuse, depression and a reckless disregard for his own life. In his new book Ollie tells the story of how he turned his life around and passes on the lessons he has learned. In *Battle Ready* Ollie shares the step-by-step plan that changed his life. From finding purpose and visualising an outcome, to breaking bad habits and establishing positive new routines, his advice will help readers to overcome their own obstacles; to become ready for any battle.**

**Life and leadership lessons from the Special Forces, from the stars of Channel 4 series SAS: Who Dares Wins - including Sunday Times bestselling author of FIRST MAN: LEADING FROM THE FRONT, Ant Middleton. Are you up to the challenge of SAS leadership? Only the best will succeed... Britain's SAS (Special Air Service) has an unparalleled reputation for soldiering excellence. Their skills and techniques have been perfected in the most demanding environments imaginable, but many of these can also be used in our everyday lives. This book takes situations all of us will experience during our lives and presents tactical lessons drawn from SAS training and battlefield experience. Its four authors - stars of the hit Channel 4 show SAS: Who Dares Wins - how their finely honed understanding of how to handle extreme challenges can be applied in any environment. Their advice on negotiation, people management, self-motivation and resilience, among other things, can transform your performance in a whole range of scenarios: from buying a house, nailing a job interview, and the experience of dealing with rejection, to maintaining a diet, or managing that pushy colleague at work. This is the ultimate guide to leadership and personal achievement.**

**Pilgrim**

**Leading from the Front**

**Mission Total Resilience**

**The Debut Thriller from the No.1 Bestselling Author and Star of SAS: Who Dares Wins**

**Adapt, Survive and Win**

**How to Lead, Learn and Grow like a Champion**

**The Secret to Exceptional Leadership and Performance**

**\*\* TELEGRAPH SPORTS BOOK OF THE YEAR \*\* DOUBLE WINNER: BEST AUTOBIOGRAPHY & BEST OVERALL SPORTS BOOK OF 2020 INCLUDES A NEW CHAPTER ON WILDER VS FURY 2**

*'Incredible stories... you don't have to be a boxing fan to enjoy it'* SCOTT MILLS, BBC RADIO 1 *'One of sport's most heart-warming stories'* SUNDAY TIMES, SPORTS BOOK OF THE YEAR *'A must-read for any boxing fan.'* WORLD BOXING NEWS *'If you know someone who is a fan of the People's Champion then they'll love this.'* TALKSPORT XMAS GIFT GUIDE *The extraordinary story of the rise and fall and rise again of Tyson Fury... THE GYPSY KING. A Manchester lad from Irish Traveller stock, born three months premature and weighing just a pound at birth, Tyson (named after his father's boxing hero) grew up to become one of the most unlikely heavyweight champions in history. This 'dream come true' soon turned to nightmare, however, as alcohol and cocaine abuse took hold and Tyson was stripped of his titles. What followed was the darkest moment of his life - detailed in this book for the first time - in which he came within seconds of ending everything. THE PEOPLE'S CHAMPION. Like all the greatest stories, though, there is redemption and Tyson defies all the odds and literally drags himself to his feet. 10 million people around the globe watched Fury fight Wilder in the biggest fight of the boxing calendar. Speaking candidly about his struggles with mental health, this is Tyson Fury as you have never seen him before. A BRITISH ICON. \_\_\_\_\_ Behind the Mask is an unflinching autobiography from the greatest boxer of our time and a man who has demonstrated strength of a very different kind by conquering his demons.*

*'It's a great book, if I could read, I'd buy it' BILLY JOE SAUNDERS, WBO World Super-Middleweight Champion 'I didn't believe boxers could be role models, but Tyson Fury has changed my mind... This 30-year-old Mancunian has made us all think twice about the possibilities of redemption.'* SIMON KELNER, INDEPENDENT 'Tyson Fury has become Britain's most unlikely inspirational figure... the sight of a broken Fury caught a mood with the public. Never was the epithet "People's Champion" more apt' RON LEWIS, THE TIMES 'Tyson Fury is an amazing real-life champion' SYLVESTER STALLONE, star of Rocky 'You may not have any interest in boxing at all and you will find this story about Tyson's life fascinating' BBC RADIO 5 LIVE 'An unusual, heartening story, nicely told. There is much to amaze and admire' SUNDAY TIMES

TV superstar Ant Middleton challenges YOU to supercharge your self-esteem, maximise your potential and turn setbacks into opportunities for growth! YOU'RE STRONGER THAN YOU THINK! Ant's warm, straight-talking guide is packed with motivating tasks and challenges, mood-boosting physical activities, alongside inspiring personal stories. Learn to celebrate your strengths, set meaningful goals, turn tough times to your advantage . . . all while having fun! Perfect for fans of Matthew Syed's You Are Awesome and Marcus Rashford's You Are a Champion. Ant Middleton is an adventurer, public speaker and television presenter. He is the author of five Sunday Times no. 1 bestsellers: First Man In, The Fear Bubble, Cold Justice, Zero Negativity and Mental Fitness. His books have sold over 1.8 million copies around the world.

NUMBER 1 SUNDAY TIMES BESTSELLER No one is born a leader. But through sheer determination and by confronting life's challenges, Ant Middleton has come to know the meaning of true leadership. In First Man In, he shares the core lessons he's learned over the course of his fascinating, exhilarating life. Special forces training is no walk in the park. The rules are strict and they make sure you learn the hard way, pushing you beyond the limits of what is physically possible. There is no mercy. Even when you are bleeding and broken, to admit defeat is failure. To survive the gruelling selection process to become a member of the elite you need toughness, aggression, meticulous attention to detail and unrelenting self-discipline, all traits that make for the best leaders. After 13 years service in the military, with 4 years as a Special Boat Service (SBS) sniper, Ant Middleton is the epitome of what it takes to excel. He served in the SBS, the naval wing of the special forces, the Royal Marines and 9 Parachute Squadron Royal, achieving what is known as the 'Holy Trinity' of the UK's Elite Forces. As a point man in the SBS, Ant was always the first man through the door, the first man into the dark, and the first man in harm's way. In this fascinating, exhilarating and revealing book, Ant speaks about the highs and gut-wrenching lows of his life - from the thrill of passing Special Forces Selection to dealing with the early death of his father and ending up in prison on leaving the military - and draws valuable lessons that we can all use in our daily lives.

*Leadership Secrets from the Special Forces*

*A shepherd's journey*

*Life and Leadership on One of the World's Toughest Yacht Races*