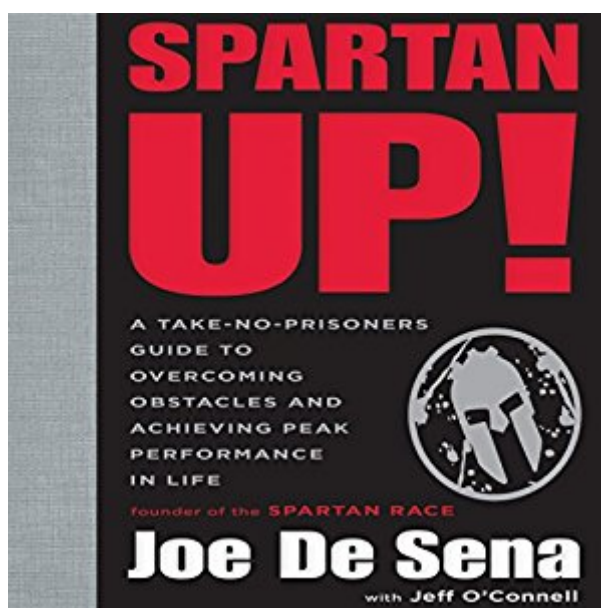


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# Spartan Up!: A Take-No-Prisoners Guide To Overcoming Obstacles And Achieving Peak Performance In Life



## Synopsis

Twenty-six point two miles isn't enough anymore. Obstacle course racing, which combines the endurance challenges of a marathon with the mind-bending rigors of overcoming obstacles along the way, is taking the world by storm. At the center of this phenomenon is Joe De Sena, the driving force behind the enormously popular Spartan Race. De Sena offers a simple philosophy: commit to a goal, put in the work, and get it done. From that philosophy, as played out first in his own life and now for millions across trails, through mud, and up mountainsides, Spartan Race was born. Now in Spartan Up! De Sena gives you a life strategy guide that takes you out of your comfort zone and into a combat zone. As he breaks down obstacles from his many races, detailing how each parallels real life experiences, you will learn how to: Conquer your greatest obstacle - your will Embrace your greatest friend - discipline Make limitations vanish and establish a new normal Achieve the ultimate: obstacle immunity Other events breed sheep; Spartan Race breeds wolves. Filled with unforgettable stories of Spartan racers as well as hard-won truths learned along the course, Spartan Up! will help anyone reach their full potential - in life, business, relationships, indeed anything one sets out to do. It is the blueprint that takes you right past Go, to your finish line.

## Book Information

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## Customer Reviews

Mixed Martial arts is the fastest growing sport and right after that are obstacle course marathon triathlons that test the competitor in a variety of way. This book is about a certain type of obstacle race that is both grueling yet meant to be a vehicle for personal growth. In effect it

serves to toughen one up and yet gives more. The Spartan race is much like obstacle race and yet somewhat more. The competitors will slog thorough waist deep mud, go through ice cold water, crawl under barbed wire and scale a 12 foot wall that is covered with grease. Competitors are left out in the wilderness to find their way back. It developed of the "Death Race" which was far more intense and sometimes life threatening. The Spartan Race is not as dangerous but it is still tough. No less people come to these events in droves. What drives people to do these somewhat beyond insane races? One is that going through something so tough gives one a sense of accomplishment and satisfaction. Your confidence level goes up so much that anything after the Spartan Race seems easy. It forces you out of your comfort zone. The commitment forces you to train and you are not the same person you were after you cross the finish line. Spartan Races go beyond just a group of people running an intensely challenging race. They have become a community, a community based on the warrior ideals of Sparta. The competitors goes against each other yet they help each other out. Even while people help each other it also fosters a sense of independence. The Spartan were a warrior society that took the hard way out. The youth were removed from the home at 6 or 7 and then sent to live in the wilderness on their own. It was either sink or swim. It was a rite of passage. Spartans do not take the easy way out in fact they go for the most stringent way. There are no shortcut on this path. It is all hard work to make you the best you can be. The author has lots to say in this book that could make your life better even if you do not ever wish to enter a Spartan Race. The author talks about exercise and diet, the two most important medicines to keep you well. He criticizes the alienation of modern kids to nature and slams down the helicopter parents who are so overprotective of their children. They need to toughen up and be ready for the outdoor world. He has a critical view of technology our over reliance on it. Most important of all is development of grit or determination to persevere despite the difficulty and in a nutshell that is what people need to obtain. You will like this book as it is not a feel good New Agey book.

This isn't a how to book with a specific workout and nutrition guide or even a guide about obstacle course racing. If you're looking for that information seek it elsewhere. This book is a wake-up call to modern society and how soft and weak we have become. We are living in a dangerous age where we barely have to expend any energy to get our food. And that food is stripped of its nutrients for the sake of taste and convenience. Laced with chemicals never consumed before in the history of mankind its no wonder we are so sick with ADD, cancer, diabetes, restless leg syndrome, irritable bowel syndrome and a long list of ailments propped up by the pharmaceutical industry. Couches,

beds, sitting in chairs all day at a desk and driving to and from work. Our bodies are not being utilized the way they were meant to be. It wrecks our hormones, kills our sex drive, drives us into depression and explodes our waistline. But there's a pill for each of those. Or there is the solution. The elephant in the room. The one most people mock, shun, or take offense to. But once you start eating real food and challenging your body the way our ancestors did just to survive then a heavy fog is lifted from your brain. The obstacles in a Spartan race are merely a way of showing you how you can overcome all of life's challenges. A metaphor for facing your fears, doubts and anxiety. This is also a small insight into the mind of an entrepreneur in his own words. Take life by the horns or keep living your comfortable life. It's up to you.

I'm not one who reads motivational or self-help type books. I'm also not a fanboy of any sorts (running out and buying the latest new whatever just because it was put out by a certain person, band, etc.) I'm not a lot of things. But I am a Spartan. I found Spartan Race in 2012 and have been hooked ever since. I love the races and I love what they represent for me personally. I love what I get out of them for myself and how they help me to improve myself physically and mentally. I look at everything Joe De Sena does and I read almost everything he puts out on Facebook and the Spartan Race website. I read as much as I can as often as I can and I watch every new video I can get time to watch. The reason is this...Joe De Sena wants to help people change. He's a genuine person who genuinely cares and that means something to me. It's for this reason I soak up everything Spartan. This book is filled with stories from his own childhood and adulthood and the stories of others who have risen above difficulties and struggles and found something deep inside themselves they didn't know was there. This is a great book and every time I pick it up I have a hard time putting it down. Joe has a no-nonsense way of wording things and he doesn't edit himself or dumb things down so he can be sensitive. This book is full of truth...some of it can be hard to read if you feel like he is talking about you. (And sometimes I feel like he's talking directly to me) But he's not tearing anyone down...rather...he is trying to build you up. Joe wants to see people succeed and you can sense that in this book. Joe is using this book to give people the tools to better themselves and get over their own obstacles. The tools are within reach of everyone. You just have to reach out and grab them. As soon as I finish this book....I'm going to read it again. It's that good. Anyone can choose to live the Spartan lifestyle...but it's not for everyone. If you want to know if it's for you...pick up a copy of this book.

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