

SANTASADŌ

Hans van der Loo & Patrick Davidson - Musk Mania

Elon Musk's five maniacal principles of success

BESTSELLERS | ENTREPRENEURSHIP | INNOVATION



Elon Musk, the man behind Tesla, PayPal, and SpaceX is the ultimate Wavemaker. He is a leader that refuses to drift on the waves of innovation, and instead creates waves on his own. Hans van der Loo and Patrick Davidson unravel Musk's magic by showing us five maniacal and applicable principles of success.

This is the world's smallest book on the world's greatest achiever!

- A list of Musk's groundbreaking achievements.
- Insight into the mindset and motivation of a world changer.
- The Musk-Mini-Masterclasses to apply Musk's principles of success for yourself.

With a foreword by journalist Eva de Valk, author of the book *Silicon Valley*, and an afterword by Martijn

Arets, author of the books *Crowd Expectations* and *Platform Revolution*. *Musk Mania* is published in English, German, Spanish, Italian, Vietnamese, Turkish and Dutch.

Published in July 2016 | Hardcover | With photos | 100 pages | ca. 25,000 words

- Full English, German, Spanish and Italian translations available
- World English sold to Maverick House
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- Vietnamese rights sold to Nha Nam
- Dutch edition published by Management Impact



ABOUT THE AUTHORS

Hans van der Loo is an expert on energetic changes. He is an advisor, publicist and speaker who aims to enhance the power with which people, teams and organizations, are moved to realize extraordinary achievements. Previous books include *Kiss Awake the Vision, Let's Go (But How?)* and *Picking up the Pace*.

Patrick Davidson is specialized in realizing performance boosts with both startups and conventional organizations. He previously co-wrote the bestseller *What Gives You the Energy? 5 Secrets to Shine*.

They are currently co-founders and co-owners of Betterday, an enterprise specialized in realizing powerful short-cycle behavioral changes and performance improvements, and EnergyFinder, which is dedicated to improve the energy of your employees through energy management.

RECOMMENDATIONS

'Elon Musk changes the rules of the game. He aims for Mars and gives direction to innovation.'

Patrick van der Pijl, CEO of Business Model Inc., producer of the global bestseller *Business Model Generation* and co-author of *Design Better Business* and *Business Model Shifts*

'A fascinating insight into one of the greatest inventors of our age.'

Steven Van Belleghem, author of the bestsellers *When Digital Becomes Human* and *Customers the Day After Tomorrow*

'What drives an inventor to realize the impossible? Read it in *Musk Mania*.'

Menno Lanting, author of the bestsellers *Oil Tankers and Speedboats*, *Everybody is a CEO* and *The Disruption Paradox*

'*Musk Mania* gives you inspiration to change both your department and the whole world!'

Arko van Brakel, entrepreneur and inspirational author

'Innovating without compromise is the only way forward and *Musk Mania* shows us how Elon Musk does it.'

Ferdinand Grapperhaus jr, CEO of PHYSEE

'Genius! A true recommendation for anyone who isn't afraid to believe in himself!'

Thomas Blekman, professor of clinical education at the Erasmus University Rotterdam

'Miracles don't happen overnight. This book shows the principles with which Elon Musk achieves the impossible.'

Jelle Drijver, host of the podcast Frankwatching

TABLE OF CONTENTS

Foreword by Eva de Valk

Introduction

1. The turbulent world of the Wavemaker
2. The flight of Elon Musk
3. Elon Musk: rarely boring?
4. Principle 1: Offer hope in fearful times
5. Principle 2: Be aware of all things
6. Principle 3: Aim for Mars
7. Principle 4: Play to win
8. Principle 5: Move people
9. The wave continues

Afterword by Martijn Arets

Acknowledgements

Sources

Wavemakers

