

THESE PEOPLE GIVE A F*CK ABOUT THIS BOOK

"Resilience, happiness, and freedom come from knowing what to care about—and, most importantly, what not to care about. This is a masterful, philosophical, and practical book that will give readers the wisdom to be able to do just that."

—**RYAN HOLIDAY**, *New York Times* bestselling author of *The Obstacle Is the Way* and *Ego Is the Enemy*

"The opposite of every other book. Don't try. Give up. Be wrong. Lower your standards. Stop believing in yourself. Follow the pain. And oh yeah, kill yourself. Each point is profoundly true, useful, and more powerful than the usual positivity. Succinct but surprisingly deep; I read it in one night, and now need to read it again."

—**DEREK SIVERS**, founder of CD Baby and author of *Anything You Want: 40 Lessons for a New Kind of Entrepreneur*

"Mark's ability to dig deep and offer amazing, yet counterintuitive, insight into the challenges of life makes him one of my favorite writers, and this book is his best work yet."

—**MATT KEPNES**, *New York Times* bestselling author of *How to Travel the World on \$50 a Day: Travel Cheaper, Longer, Smarter*

"This book hits you like a much-needed slap in the face from your best friend: hilarious, vulgar, and immensely thought-provoking. Only read if you're willing to set aside all excuses and take an active role in living a f*cking better life."

—**STEVE KAMB**, bestselling author of *Level Up Your Life* and founder of NerdFitness.com