

Intellectual Power Tools

(Tools & Techniques for Applying Objectivism)

by AOB President, Ken West

1 Power Tool

Objectivism: The Philosophy of Ayn Rand

by Leonard Peikoff

I can never say too much about Peikoff's book on Ayn Rand's radical philosophy for living on this earth. **If you are an Objectivist and still haven't purchased a copy of this book, you are shortchanging yourself. It will help you utilize and apply Objectivism now.** If you are not an Objectivist, but are truly interested in achieving a rational happiness in this life, Peikoff's work will provide a superb handbook for understanding and applying Rand's life affirming ideas.

The purpose of this "intellectual power tools" column is to bring to your attention insights, strategies and applications of Objectivism that various people, including myself, have found as a direct result of studying Rand's philosophy with the help and guidance of Peikoff's marvelous book.

Rand's philosophy supplies the power; Peikoff's book supplies new insights as to how to understand and utilize this power. When I was the president of a chapter of the National Speakers Association, I wrote a review of *Objectivism: The Philosophy of Ayn Rand*, which was later reprinted in *AOB News* (Vol 3, No.2). Let me paraphrase from that review:

"As businessmen we are constantly searching for answers to problems that we and our clients and customers face each day. If you're like me, a staple of this search is the growing stream of business & self-help books that promise practical strategies. Many of these books help us confront the immediate problems looming ahead, but **few give us the charts and tools to navigate the entire length of our personal and professional life span.** Recently I found a book that does just that."

"This book discusses such crucial issues...as how we learn; why some of us take actions and others don't; what builds and enhances motivation; and how to gain certainty that your course of action is right. In chapter titles ranging from 'Reality' to 'Happiness' and 'Art,' you will be presented with an array of intellectual power tools which you can apply to personal and professional challenges you face each day."

"But don't take my word for it... buy a copy now. A great investment in yourself, your career, your future, your life!"

(All readers of *AOB News* are invited to send in comments, questions, and suggestions relating to future installments of the "Intellectual Power Tools" column or any other matter. We also encourage you to keep us informed of what you are doing.)

To order Peikoff's book, contact Second Renaissance Books at 1-800-729-6149. Hard cover price is \$30.00 and Soft cover is \$14.95 (plus S&H). Do it now. Tell them I sent you.