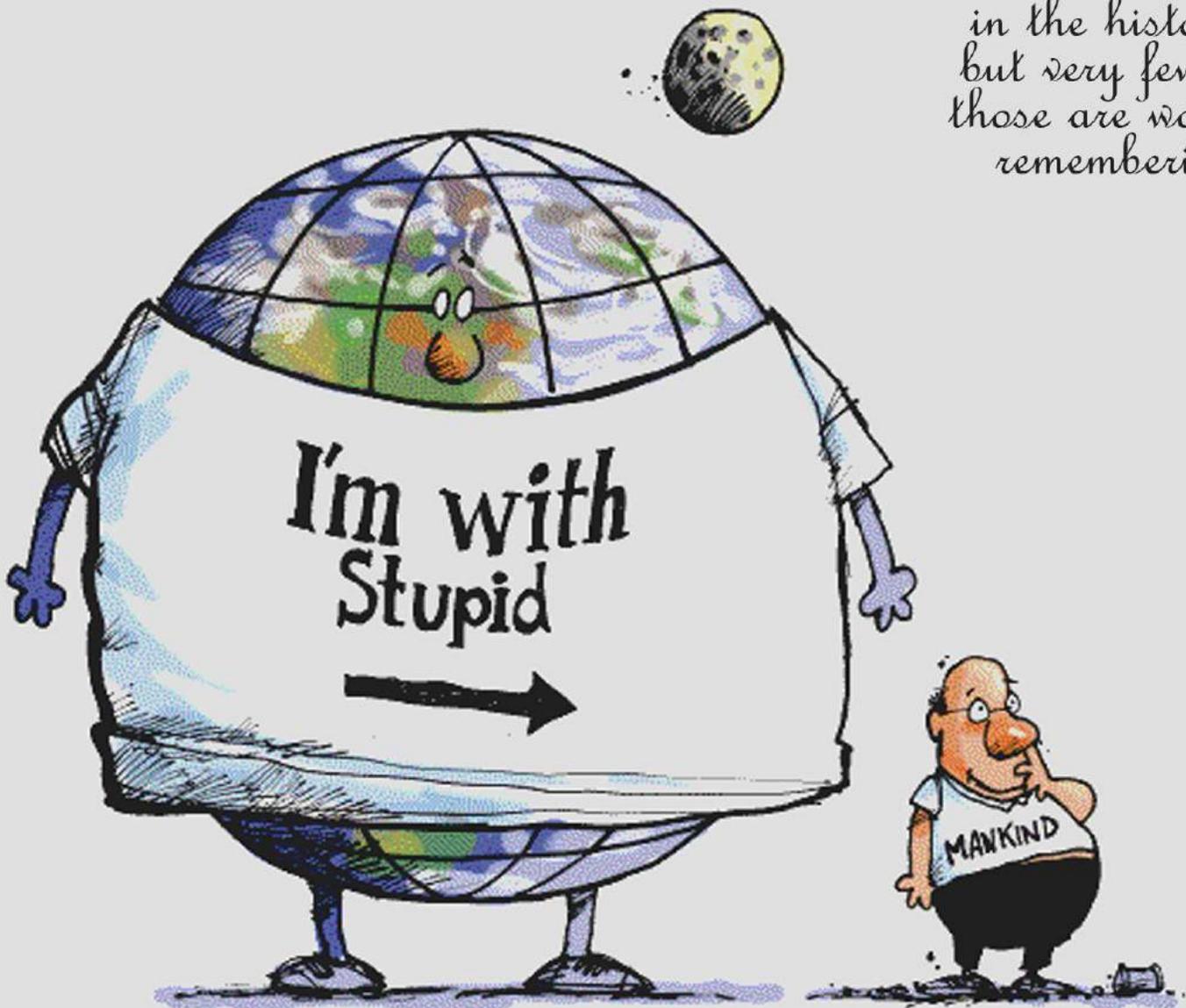


"STUPID AND RUBBISH"

Would you like someone to say that about you ?

The life of a man is a moment in the history, but very few of those are worth remembering.



by Apoorve Dubey

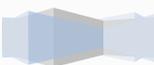
Introduction

Stupid and rubbish, would you like someone to say that about you? The answer is probably not. But the fact is a lot of us spend our lives doing stupid and rubbish without ever realizing it. Life is short. It is made even shorter because of the speed at which we live our lives. We rarely get time to think and reflect about ourselves. The world existed before you were born. The world will exist even after your death. It is scary to think about it, but death is our ultimate destination. We may not realize that we are racing towards it. Have you ever thought what difference does your existence make to the world? It is a question that has always fascinated me. I believe we ought to leave behind something that outlasts us. Otherwise, what else was the need of our existence for a brief period? Life is an opportunity for us to create something that outlasts us; an indelible footprint in the sands of time by contributing something that makes the world better than before.

What is in this book for you?

1. It's free.
2. Since you are busy the book is really short.
3. It contains powerful ideas, really powerful.
4. You can send your feedback, questions to the author at: apoorve@kreyonsystems.com.
5. You may win a surprise prize by writing to the author. There are surprise gifts to be won for the best questions, feedback and suggestions on this book.
6. You can share this ebook with your friends, give it away on your website, take print out or distribute it free the way you want.
7. The website where you can find more details: www.apoorvedubey.com

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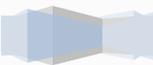


Dedication

I want to take this opportunity to thank the most important community, the readers. There is nothing more endearing than to receive the love and affection of the readers. My first book 'The Flight of Ambition' has been received well and has been touching the lives of people in a positive way. The book is making a contribution in their lives and that delights me. I owe this one to all those wonderful readers.

Dedicated to my late Father whose blessings & spirit are the guiding force in my life.

STUPID
AND
RUBBISH



1. *"Nothing can defeat you, if you make up your mind to fight and nothing can save you, if you have accepted defeat."*

Apoorve Dubey

2. *"The enormity of your problems is nothing compared with your ability to solve them. By overestimating the problem you underestimate yourself."*

Apoorve Dubey

3. *"The price tag you put on yourself decides your worth. Underestimating yourself will cost you dearly."*

Apoorve Dubey

4. *"It is the road you take that decides your destiny and not your destiny that decides the road you take."*

Apoorve Dubey

5. *"If you don't have the courage to walk alone others will not have the courage to walk with you."*

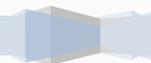
Apoorve Dubey

6. *"Purpose is the lamp which shows you the path on your journey called life."*

Apoorve Dubey

7. *"You may not be able to change the world. But that should not stop you from changing someone's world."*

Apoorve Dubey



8. *"Your life is a gift that is unveiled when you expand it by touching the lives of others."*

Apoorve Dubey

9. *"When you are absorbed in the target, you have an intensity that allows you to reach it."*

Apoorve Dubey

10. *"The microscope with which you can see the opportunities in problems is called vision. Most people do not use it."*

Apoorve Dubey

11. *"Every dream can be turned into reality, provided you believe in it."*

Apoorve Dubey

12. *"If you lose yourself in quest of something, you invariably get it."*

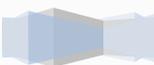
Apoorve Dubey

13. *"A leader is a follower, follower of his own heart."*

Apoorve Dubey

14. *"Success is all about moving in the direction of your goals if you think too much about the end you may stumble and not reach success but if you pay attention to each step then the journey becomes easy and success comes even without your notice."*

Apoorve Dubey



15. *"Procrastination is avoiding that needs to be done and doing what needs to be avoided."*

Apoorve Dubey

16. *"A leader is a follower, follower of his own heart."*

Apoorve Dubey

17. *"If our inner world is not in harmony we cannot be in harmony with others; if the inner world is in harmony we cannot be in conflict with others."*

Apoorve Dubey

18. *"If you are not happy with what you are, chances are that others won't be happy with you either. Better change yourself, than pretending being someone else."*

Apoorve Dubey

19. *"Hard work is the best talent that I know, strangely, it works in all the fields of human endeavor."*

Apoorve Dubey

20. *"The strongest foundation for success is laid by the merit of your actions nothing in the world can shake it."*

Apoorve Dubey

21. *"Discomfort, hard work, struggles and setbacks all are indicative of the fact that you are trying. Triumph begins with a try."*

Apoorve Dubey



22. *"Unless you pay the price for success you will not know its worth."*
Apoorve Dubey

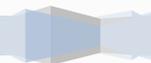
23. *"To get up when you are down, to fight more intensely when you are struggling; to put in the extra effort when you are in sheer pain, to comeback when nobody expects you to, and to stand tall when everyone is pulling you down are what make a champion."*
Apoorve Dubey

24. *"People are driven either by dreams or deadlines."*
Apoorve Dubey

25. *"You are here to live your dreams and not your fears. Don't let the fear stop you from doing what you love the most."*
Apoorve Dubey

26. *"Your only commitment is to be true to yourself. If you are not then you are simply deceiving yourself and others."*
Apoorve Dubey

27. *"Practice is the best company. The longer you keep it, the better the rewards will be."*
Apoorve Dubey



28. *"It is not your opponent but your weakness that hurts you the most."*
Apoorve Dubey

29. *"Failure is a sign board which says, try again."*
Apoorve Dubey

30. *"It is difficult to make things easy but easy to make things difficult. A skeptic makes things difficult but a leader makes it easy."*
Apoorve Dubey

31. *"Your time is the most valuable asset with you; invest it, where you get best returns."*
Apoorve Dubey

32. *"You have the power to choose who you want to be. Be the grandest, greatest and the best that you can be."*
Apoorve Dubey

33. *"The most difficult journey is often the most rewarding one."*
Apoorve Dubey

34. *"If you want to win the approval of all you will end up losing."*
Apoorve Dubey



35. *"Ultimately it is a matter of fighting the little battles with yourself. Every time you say no to the things that bring you down you win."*

Apoorve Dubey

36. *"Failure waits for tomorrow, success is always busy."*

Apoorve Dubey

37. *"The value of life is revealed when it confronts death from close quarters."*

Apoorve Dubey

38. *"There is no future for success. Success lives in the present. Failure lives in the past and future. "*

Apoorve Dubey

39. *"It used to be lonely at the top. Now, it is lonely at the bottom, don't stay there move up."*

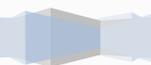
Apoorve Dubey

40. *"Success does not come with ability it comes with determination."*

Apoorve Dubey

41. *"It is not iron, steel or diamond, but human mind is the strongest thing on earth."*

Apoorve Dubey



42. *"The more you want less, the more you will be satisfied in life."*

Apoorve Dubey

43. *"A flower has to come out of the bud to blossom similarly a man has to come out of his comfort zone, his self-imposed shell to flourish. Be brave and fear not you have nothing to lose."*

Apoorve Dubey

44. *"The more the number of people who say that it cannot be done, greater is the thrill when you actually do it."*

Apoorve Dubey

45. *"The more you follow others the further you will walk from your own destiny. Follow your own star and illumine the world in your own way."*

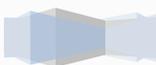
Apoorve Dubey

46. *"Opportunity comes not to the strongest, but to the one who is best prepared for it."*

Apoorve Dubey

47. *"Resistance, opposition, strife, and struggle are all milestones on the journey of greatness."*

Apoorve Dubey



48. *"More often than not the first sign of progress is a mistake; it means that you've started."*

Apoorve Dubey

49. *"You are a powerhouse, a treasure of abundance. You are here to get what you want from life. Do not ask for petty things you are made for the greatest, the grandest and the best. You are here for that and you will have them."*

Apoorve Dubey

50. *"In any field of human endeavor, the heights that one reaches are directly proportional to the depths that one travels."*

Apoorve Dubey

51. *"Some people get noticed because they do things others do things to get noticed."*

Apoorve Dubey

52. *"When you think too much about yourself others think too little about you."*

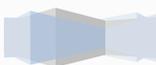
Apoorve Dubey

53. *"Wise man is the one who knows the value of what he has; others know the value of something when it is taken away from them."*

Apoorve Dubey

54. *"There are only two kinds of people. One who give up and others who don't. Those who give up seldom make it big others who don't rarely miss."*

Apoorve Dubey



55. *"Quitting is always an option but not for a champion."*

Apoorve Dubey

56. *"The meaning of life is revealed in the moments that are spent in defining it. You define your life by your actions and every action adds meaning to it."*

Apoorve Dubey

57. *"Silence is the music of wisdom."*

Apoorve Dubey

58. *"Every unselfish act expands your life and takes you in the direction of greatness."*

Apoorve Dubey

59. *"When you give everything you've got, you get everything you deserve."*

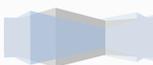
Apoorve Dubey

60. *"Walk in the direction where your heart leads you. Along the way you will meet people who will advise you to stop, you can either listen to them or listen to your heart. Those who listen to others do not go far and often lose their way, but those who listen to their heart never look back. Follow thy heart"*

Apoorve Dubey

61. *"The best speeches are almost always silent. An action inspires more than anything else can."*

Apoorve Dubey



62. *"The window of opportunity opens up with a problem. The bigger the problem the bigger is the window it offers."*

Apoorve Dubey

63. *"You chase problems when you run away from them"*

Apoorve Dubey

64. *"Ignore the world and they will notice you. If you notice the world they will ignore you. Live your way."*

Apoorve Dubey

65. *"Love is not about conquering, it is about surrendering. You have to surrender in love and trust that everything will fall into place. In love, everything invariably does."*

Apoorve Dubey

66. *"In love, you don't ask any returns, not even love. If you are looking for any returns than it is not love. "*

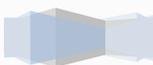
Apoorve Dubey

67. *"It is never too late to give up what you hate and never too early to start what you love."*

Apoorve Dubey

68. *"Every beginning may not reach an end but no end is ever reached without a beginning."*

Apoorve Dubey



69. *"You will never be satisfied with anything less than the highest you can attain."
Apoorve Dubey*

70. *"Your life is an art and you are the artist. Your life is the most beautiful thing in this universe, why not make it better? Make it a masterpiece that others can cherish and marvel at."*

Apoorve Dubey

71. *"In the end, there is no end but the journey. Journey is the goal enjoy it"
Apoorve Dubey*

72. *"Comfort is dangerous. The more you have the lesser it seems."
Apoorve Dubey*

73. *"The best rewards in life come when you are running in the direction of your dreams and not when you are running away from what you hate."
Apoorve Dubey*

74. *"When you live your life in conflict with your inner voice that is when the problem begins. That is when there is disharmony and tension. Trust yourself and live according to your truth. The ultimate goal is to manifest the most brilliant that you can offer. That is when your life is meaningful. Don't just meander along. Make a conscious effort and be the best you can be."
Apoorve Dubey*



75. *"It is not position but contribution that makes a leader."*

Apoorve Dubey

76. *"Only a few men dare to do what they believe. To live as they wish. To say what they feel. To fight for what is right. To stand up away from the crowd. To travel where no one has dared. To follow what their heart tells them. To rise above mediocrity and do what they love. Only a few men dare, the rest never do. They never care."*

Apoorve Dubey

77. *"There is nothing that you can lose in this world except your individuality. If you lose your individuality you lose everything."*

Apoorve Dubey

78. *"Life is a race where the one who is following others seldom wins, but the one who is following his heart invariably does."*

Apoorve Dubey

79. *"There is nothing like a right or a wrong decision. You take a decision and prove it right or wrong by your actions."*

Apoorve Dubey

80. *"You don't get tired when you are chasing dreams. You get tired when you are working on deadlines"*

Apoorve Dubey



81. *"A man is valued not by what he gets but by what he contributes"*
Apoorve Dubey

82. *"There is only one thing that separates you from the crowd; it is your inner voice."*
Apoorve Dubey

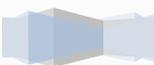
83. *"The harder you try the easier it gets & the easier you take the harder it gets."*
Apoorve Dubey

84. *"When your efforts, struggles and actions seem to be leading nowhere. When the sheer pain and struggle of the journey seems unbearable. When defeat, dejection and disappointments stare you in the face. Remember this is the stage when everyone surrenders but champions strive."*
Apoorve Dubey

85. *"If you succeed at the first attempt you might not be aiming high enough."*
Apoorve Dubey

86. *"When you try long & hard for anything, eventually a moment comes when it happens. The important thing is to keep trying until that moment comes."*
Apoorve Dubey

87. *"Every event that happens adds meaning to your existence as if all this happened by a conscious endeavor without your knowledge. You may not be able to appreciate things as they are happening but at the end when you reflect*



back and look at the bigger picture everything makes sense."

Apoorve Dubey

88. *"Nothing in the world can defeat a noble purpose, a loving heart and a pure spirit."*

Apoorve Dubey

89. *"Beware of the success that is unquestioned and temporary. More often than not it leads to failure. Success may hide your mistakes it doesn't overcome them."*

Apoorve Dubey

90. *"You are destined to win. Never stop until you get there"*

Apoorve Dubey

91. *"Let them say no, let them ridicule you. Don't try to fight them; your fight is not with them. You only fight with yourself. It is not about defeating them; it is about challenging yourself to achieve what you want."*

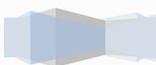
Apoorve Dubey

92. *"Be not afraid of anything. Live your life with your convictions. Failures will come, struggles will come but you cannot defeat them by backing off, fight. Fight is the only option; if you backtrack or quit you lose."*

Apoorve Dubey

93. *"The only thing that hurts harder than a failure is not trying."*

Apoorve Dubey



94. *"You either find a way or an excuse. If you want to do something you will find a way otherwise you will find an excuse."*

Apoorve Dubey

95. *"We are all strangers to our hidden potential until we confront problems that reveal our capabilities."*

Apoorve Dubey

96. *"There is a moment in every life that comes once and changes everything. That moment when you trust your convictions and face your problems. When you give everything you have without any worry of the past or future. It is the moment when your dreams come to life and you leave your mark. Let this be the moment that sparks your life."*

Apoorve Dubey

97. *"Love is the feeling between two people that does not let them separate from each other wherever they may be."*

Apoorve Dubey

98. *"When you complain about things you don't excel at them & when you excel at things you don't complain about them."*

Apoorve Dubey



99. *"Life is a beautiful song if you can spend it listening to your heart."
Apoorve Dubey*

100. *"Regret is not when you could not finish what you started but regret is when
you do not start what you could have finished."
Apoorve Dubey*

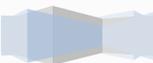
101. *"If you have a dream, something that you truly believe from your heart. Then
nothing can stop you from achieving it. Obstacles are bound to come but they
come to test you. Eventually it is a matter of how long you can persist. It is a
matter of you defeating your problems before the problems defeat you. If you
want something badly you will find a way to get it. You have nothing to lose.
Go for it."
Apoorve Dubey*

102. *"God strengthens those hands that serve others."
Apoorve Dubey*

103. *"Success without failures is like a house without foundation."
Apoorve Dubey*

104. *"There is no other failure except not being able to live your life the way you
wanted. Live your dreams."
Apoorve Dubey*

105. *"The price you pay to learn is nothing compared to the price you have to pay
for being ignorant."
Apoorve Dubey*



106. *"When you rush through life it becomes a race, but when you enjoy each moment it becomes a beautiful journey."*

Apoorve Dubey

107. *"Happiness is a state of mind and not a state of possession. Be as you are and you will be happy, if you try to be someone else you will be miserable."*

Apoorve Dubey

108. *"Every day is a new beginning to finish something."*

Apoorve Dubey

109. *"When you have the belief to go out there and do it. Nothing in the world can stop you from achieving what you want. When you trust yourself life gives you what you demand of it. Nothing less."*

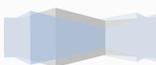
Apoorve Dubey

110. *"When you desire something with all your heart it will manifest in your life without fail."*

Apoorve Dubey

111. *"You can never lose the race of life when you are chasing your dreams."*

Apoorve Dubey



112. *"Let them ridicule you, laugh at you, hurt you & ignore you but never let them stop you."*

Apoorve Dubey

113. *"Failure is a destination for those who give up and success is a destination for those who keep trying."*

Apoorve Dubey

114. *"Success can make anyone look good; it is the failures that reveal the true face of a man."*

Apoorve Dubey

115. *"Birthday is sometimes a gentle reminder to people that you still exist & some care to remember you."*

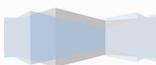
Apoorve Dubey

116. *"At times you just have to be a spectator and appreciate whatever life offers you with detachment and learning. There are few things beyond your control. It is the time to acknowledge the greater power behind all causes. A mystery which reveals itself through difficult moments, importune for higher understanding. God delays and denies you the things just to test out hunger and vigor. The most dogged ones are always rewarded."*

Apoorve Dubey

117. *"When you love someone it is bliss; when you love everyone it is enlightenment."*

Apoorve Dubey



118. *"Sometimes, it is what you are willing to give up to achieve something that determines whether you will achieve it or not."*

Apoorve Dubey

119. *"No man becomes rich until he discovers the treasure he holds within."*

Apoorve Dubey

120. *"Action is the bridge between your dreams and reality."*

Apoorve Dubey

121. *"Every man ought to tell the story of his life not through words but by deeds."*

Apoorve Dubey

122. *"The worst feeling in life is when someone walks away from your life forever, leaving behind footprints on your heart & tears in your eyes."*

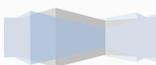
Apoorve Dubey

123. *"Life becomes painful when lived in comparison but it becomes joyful when lived with compassion."*

Apoorve Dubey

124. *"The best way to deal with people who are trying to pull you down is by climbing out of their reach."*

Apoorve Dubey



125. *"Do not let others dictate the direction of your life. Everyone around you keeps changing. No one else can be accountable for you except yourself. Live your life your way."*

Apoorve Dubey

126. *"We live in times where the speed of our life is increasing but leading us nowhere."*

Apoorve Dubey

127. *"Most people who are busy guiding others are unaware of the direction in which they are moving, but they are more concerned about directing others instead of finding their way."*

Apoorve Dubey

128. *"Original men live forever it is the fakes who die."*

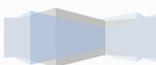
Apoorve Dubey

129. *"Even the most terrible beginnings can turn into beautiful endings when the direction is changed."*

Apoorve Dubey

130. *"Death is God's way of telling people that nobody is indispensable. Don't take yourself too seriously"*

Apoorve Dubey



131. *"You lose when you let the bad in people affect the good in you."*

Apoorve Dubey

132. *"Be the best that you can be and the world will be illuminated by your presence."*

Apoorve Dubey

133. *"The heart may choose the tougher routes but eventually leads you to the right destination."*

Apoorve Dubey

134. *"Your deepest prayers are your sincerest actions. They are always rewarded."*

Apoorve Dubey

135. *"It is the extra effort that separates the champions from the rest. To be a champion start early and finish late."*

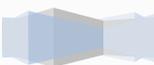
Apoorve Dubey

136. *"There comes a stage when winning or losing doesn't matter. When the pain, the struggle, and the hardships are enjoyable. When your focus is not the target but action. That is when you are going in the right direction. Keep going."*

Apoorve Dubey

137. *"You accomplish not what you are destined to but what you strive for."*

Apoorve Dubey



138. *"Your value in the world is the value you create for yourself. Make yourself valuable and the world will treat you that way."*

Apoorve Dubey

139. *"Love is a strange feeling where you lose control of yourself and yet feel blissful about it."*

Apoorve Dubey

140. *"Mediocrity is always a safe option but never a satisfactory one."*

Apoorve Dubey

141. *"In the depths of silence you hear your own voice and all your questions are answered."*

Apoorve Dubey

142. *"When there is truth in your being, God is always with you. When God is with you, there is no question of failure. Live your truth and not a life that others want you to live."*

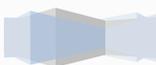
Apoorve Dubey

143. *"Life turns most beautiful when it is filled with love."*

Apoorve Dubey

144. *"Life is an opportunity for us to contribute something that outlasts us and makes the world a better place."*

Apoorve Dubey



145. "Leadership is about trusting people till the point they start trusting themselves to face the challenges."

Apoorve Dubey

146. "Let your life be a beautiful image reflected in the mirror of time."

Apoorve Dubey

147. "Success conceals itself behind the greatest disappointments of your life."

Apoorve Dubey

148. "You are in love when you think about someone more than you think about yourself."

Apoorve Dubey

149. "The only thing that separates success from failure is one last attempt. Try one more time and you will get lucky."

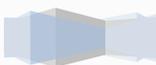
Apoorve Dubey

150. "The formula is pretty simple, listen to your heart and go after what you want. Never stop until you get there."

Apoorve Dubey

151. "Love is the candle that brightens up life and glows forever."

Apoorve Dubey



152. *"The greatest pleasure is not when you do things that others think you cannot do, but in doing what gives you pleasure without the thought of others."*

Apoorve Dubey

153. *"They, who wait for luck to take them to their destiny, never reach anywhere."*

Apoorve Dubey

154. *"Procrastination is avoiding that needs to be done and doing what needs to be avoided."*

Apoorve Dubey

155. *"If you want to increase your value then value your time."*

Apoorve Dubey

156. *"The most difficult questions of life are best answered by your heart."*

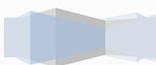
Apoorve Dubey

157. *"The toughest period is just before you reach your destination. When it hurts the most it is pretty close."*

Apoorve Dubey

158. *"It is not our abilities but persistence that ultimately leads us to our greatest achievements."*

Apoorve Dubey



159. "Don't waste time digging holes when all you have to do is find the right ladder for yourself."

Apoorve Dubey

160. "The life of a man is a moment in the history, but very few of those are worth remembering."

Apoorve Dubey

STUPID
AND
RUBBISH



Epilogue

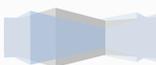
Thank you for reading the book. It is my earnest wish that the ideas in this book will trigger a transformation that leads you to be the best, you can be. At the end, I leave you with a parting thought and a personal goal sheet for implementing what you have read. Each day you have to challenge yourself. You have to press hard and go that extra mile. You must learn to push your limits. You have to fight the little battles with yourself before the world can see you as a winner. You have to defeat yourself, fight with yourself. You have to say no to the little things that bring you down. You have to do the little things that make you better. This is what it takes, to be a winner. You have the power to choose who you want to be. Be the greatest, grandest and best you can be. Back yourself against all odds and live your dreams. Don't let anything stop you from doing what you love the most.

Nothing big can be achieved by thinking small. Think big and act. Execution is the key to great success. You are not what you think; ultimately you are what you do. Writing your goals is the first step to execute your ideas. It is strange but when we write down our goals, it increases chances of reaching them significantly. It may be really tough but if you fail to write your goals now, chances are you would never write them.

I request you to do the following after reading this book.

1. Send your feedback to me at apoorve@kreyonsystems.com. You can also visit www.apoorvedubey.com to contact me.
2. Write your goals. Please see the Appendix for the templates.
3. Talent often gets beaten by practice. Show up. Execute your ideas.
4. While you are on the planet work hard, enjoy and make the most of life.
5. Share the book with your friends.

Wish you all the best and hope you make it really big. I would love to hear your success story.

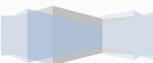


Appendix I
Personal Goal Setting Sheet

Short Term Goals (1 to 90 Days)	Medium Term Goals (3 months to 1 year)	Long Term Goals (1 to 5 years)

Implementation Chart

What am I going to start	How am I going to do this	Timelines(Beginning to End)	Support required
What am I going to continue	How am I going to do this	Timelines	Support required
What am I going to stop	How am I going to do this	Timelines	Support required



Appendix II

Comprehensive Goal Setting Worksheet

Career Goals	Start Date	End Date
Education Goals	Start Date	End Date
Health Goals	Start Date	End Date
Charity/Society Goals	Start Date	End Date
Spiritual Goals	Start Date	End Date
Finance Goals	Start Date	End Date
Fun Goals	Start Date	End Date

What do you want to accomplish from your life?

How would you love to be remembered?

What are the habits that you want to develop to reach your goals?



Daily:

Weekly:

Monthly:

Annually:

Writing goals is a powerful way of achieving them.

Once you write your goals they become part of your subconscious mind. Keep these goals where you can see them daily. Soon you will draw energy from your subconscious mind to achieve your goals. Your subconscious mind keeps working on your goals day and night. You just need to feed the goals to your subconscious mind by writing them and making a practice to look at them regularly. The most effective time to program your subconscious mind is first thing in the morning and before sleeping at night.



The Flight of Ambition

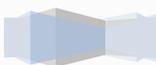
Not all birds fly. It is a well-known fact. All such birds, despite having lost their power to fly millions of years ago, have wings. Many of these birds (e.g. the great auk) lived on isolated oceanic islands where there were no predators. Since these birds did not need to fly to escape any predator, they gradually lost the power to use their wings.

Man has many faculties, dormant powers and a brain with extraordinary capabilities which ordinarily remain unused if one does not use these powers for a long time; they also become useless as the wings of the birds which do not fly. Those who develop a higher sense of perspective in life and live with a purpose, with a cause, with a desire to do something noble, something big, draw upon reserves of energy, which otherwise remain unutilised. Getting things too easily is not necessarily good in the long run. Sometimes, it is the struggles and tough times that are needed to bring out the best in you

The world of nature is intriguing and interdependent that a small butterfly flapping wings in the Amazon rain forest can generate a violent storm on the other sides of the earth physicists call it "Butterfly effect". Similar is the nature of change in a human's life, even a small change can bring about a revolutionary impact in your life. You can call it "change effect"

The Flight of Ambition is a book with the greatest wisdom and secrets of success from various walks of life. It can create ripples in your life.

Click here to find more: www.apoorvedubey.com



About Us

Kreyon Systems

We at Kreyon believe in spreading light, colour and creativity in the lives of people around us using technology as a medium. We work day and night to convert our dreams to reality. Whether it is our customers, employees and people around us, we believe in enhancing the world by writing world class software and providing excellent services.

Kreyon Systems Pvt. Ltd. is a fast growing Software company that serves clients in more than 10 countries. Kreyon Systems has an impressive product portfolio and is focused on innovative products in the area of Enterprise software's like CRM, Asset Management, Supply Chain Management, ERPs etc. Kreyon offers the best in class technology solutions leveraging the high end expertise in Mobile, cloud & analytics computing. Kreyon Systems provides end to end software solutions & IT consultancy to various organisations for optimisation of business processes & growth

The company is a medium to make an impact in the lives of people. We believe there is no better way of empowering people than to provide employment & generate opportunities for the youth. The aim is to create a self-sustainable model of giving back to society by creating excellent software products and services.

More about us at www.kreyonsystems.com



Acknowledgements

1. Thanks to Anurag Kewat for designing the cover visual for the book. This guy is excellent and works superfast.
2. All my friends, well wishers and people who have helped me. I thank my family and friends for being there whenever I needed them.
3. Team Kreyon is a group of mavericks' working day and night on their dreams. I thank all the team members at Kreyon for their support and encouragement. You guys are simply awesome.
4. I know the list is getting too long, but this is the last one. I would never have done anything worthwhile without my first love who happens to be my mother and my maternal uncle, Abhilash Dixit, an entrepreneur and a great human being whose wisdom I cherish.



About the Author

Apoorve Dubey is the Founder and C.E.O of Kreyon Systems Pvt. Ltd. He is also the author of the international best-selling book, "The Flight of Ambition" published by Macmillan.

Apoorve received his master's degree from the department of computer science and engineering, IIT Madras. He started his professional career as a software engineer. He has several years of experience in Industry & academics.

He is a key note speaker and has given several motivational talks in schools, colleges and corporates. He also works as a volunteer for NGOs like Akshar Bharti, Kalinga Kusum etc to promote educational initiatives for taking quality education to the masses.

With this vision he along with his friends started a company Kreyon Systems. The driving passion in his life remains to be able to contribute to the success of others.

**STUPID
AND
RUBBISH**

