



Life Code

Phillip C. McGraw

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The rules for living in the real world have changed, because the world we live in has changed. Much of the conventional wisdom the last generation has passed on just doesn't apply like it once did. If you want to win, and win big, and, more importantly, keep what you work so hard for, you need a crystal-clear view of how the real world works — not how you wish it worked, but how it actually works.

In *Life Code: The New Rules for Winning in the Real World*, six-time New York Times #1 best-selling author Dr. Phil McGraw abandons traditional thinking and tells you the ugly truth about the users, abusers, and overall “bad guys” we all have in our lives. He also reveals the secrets of how they think and how they get to and exploit you and those you love. You’ll gain incredible insight into these negative people, which he refers to as BAITERS (Backstabbers, Abusers, Imposters, Takers, Exploiters, Reckless), and you’ll gain the tools to protect yourself from their assaults. Dr. Phil’s new book gives you the “Evil Eight” identifiers so you can see them coming from a mile away, as well as their “Secret Playbook,” which contains the “Nefarious 15” tactics they use to exploit you and take what is yours mentally, physically, socially and professionally. *Life Code* then focuses on you and your playbook, which contains the “Sweet 16” tactics for winning in the real world.

Edgy, controversial and sometimes irreverent, Dr. Phil again abandons convention to prepare you to claim what you deserve and claim it now. You take flying lessons to learn to fly, swimming lessons to learn to swim, and singing lessons to learn to sing. So, why not take winning lessons to learn to win?

If you read this book, you’re going to have a huge leg up on the competition, regardless of whether you’re competing for a job, a spouse, a social position, or friends. You are going to have a well-thought-out, passion-fueled strategy built on the skills and confidence that flow from rolling up your sleeves and learning what others simply do not know. By the time you finish this book, you’ll have the power to define success in your life, the ability to spot potential obstacles to your success, and the tools you can immediately implement to get and protect exactly what you want in this life. If you’re stuck in old thinking about hard work, patience and “playing by the rules,” you are about to learn how to “play big” and be the star of your own life. *Life Code: The New Rules for Winning in the Real World* was written for you.

Life Code Details

Date : Published November 13th 2012 by Bird Street Books (first published January 1st 2012)

ISBN :

Author : Phillip C. McGraw

Format : Kindle Edition 243 pages

Genre : Self Help, Psychology, Nonfiction, Personal Development

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From Reader Review Life Code for online ebook

Karly H says

Amazingly honest book about how the real world functions today and how to succeed in it. Really opens your eyes to the people you surround yourself with and how to avoid being taken advantage of, while giving you the tools that'll help you get ahead. Sometimes it's hard to read self-help books, but this is a very easy read as if Dr. Phil is speaking directly to you.

Merged review:

Amazingly honest book about how the real world functions today and how to succeed in it. Really opens your eyes to the people you surround yourself with and how to avoid being taken advantage of, while giving you the tools that'll help you get ahead. Sometimes it's hard to read self-help books, but this is a very easy read as if Dr. Phil is speaking directly to you.

Felix Bast says

Poor Poor poor. I've just completed Philip's this new book (audio book version from iTunes store) and it's full of negative thoughts! Descriptions of a hundred types of dubious personalities, plain text illustrations of heinous crimes what criminals do, and advising you to stay away from bad people. From page 1 to the last the author is trying to generalize group of "bad people" but in reality and as I strongly believe, you just can't categorize certain people as evil; good or bad are people's deeds, not people themselves! This book is clearly written for American married woman, suggested by numerous examples of 'other woman' trying to seduce "your" husbands, given in the book :-) a very very poor attempt, Philip!

Jason Holloway says

This is a great book. I have been reading books on success and life strategies for years. This by far tops them all. Dr. Phil did a great job of simplifying these concepts so that anyone, regardless of education, can really benefit from reading it. It is a "in your face" type of book that throws away all the conventional wisdom about life, parenting, etc., and gives readers a dose of reality. This book may have just changed my life. If you are a fan of Dr. Phil's brand of wisdom this book is for you. In our modern world you simply can't afford to NOT read this book. Five stars from me!

Doug Stutzman says

Dr. Phil shares his prospective of trust in today's world. He gives you traits of untrustworthy people and the games they play. He helps you know who you really are and that builds a lot of confidence. More to come!!!

Jenny Maloneys says

I don't normally do the self-help books, but I saw Dr. Phil list the "Sweet Sixteen" -- the skill set that winners have -- on one of his shows. And that's basically why I picked this up. On the show Dr. Phil said something that resonated heavily with me, and it's so simple on its surface: Winners deal with the truth.

That translates to so many things:

You can't make money if you're not even willing to look at your bank statement. You're not going to get a promotion if you don't understand how your company works. You have to be able to sort out who is truthful and who is deceitful -- if someone's feeding you a pile o' s**t information, you can't do *anything* useful.

And that's only one of the sixteen points he lists.

Dr. Phil delivers other important tidbits throughout and I like how he separates the world as we "want" it to be with the world as it "is." He could've spent pages explaining why jerks are jerks but instead he breaks it down to: some people are jerks. Here is how jerks behave; here is how to behave around the jerks; here is what to do with the jerks (BAITERs) who are already in your life. It's not about the jerks and fixing them. It's about how real people should take care of themselves.

It's written rather simply and I think there could've been more detail/more real-life, less extreme examples (like taking the BAITER element down to non-murderers/rapists and more of the pain-in-butt-co-worker level that we all have to deal with) of all of his points. But I took notes and I'm trying to digest the information presented...so there's plenty to keep you busy.

Elizabeth Meadows says

Well, this is my first exposure to Dr. Phil (I don't watch much TV), and I must say I concluded I was listening to an extremely competitive salesman whose head always rules his heart. I, too, look at the world rationally, yet my life is not filled with competition. There is, indeed, SOME competition in my daily life, but MOST of my life is a cooperative venture, and I believe the culture is shifting more in that direction every day.

Life Code left me with a bad taste in my mouth. I do believe, however, that some folks (most likely those with a highly competitive nature or a particular competitive temporary life struggle) might benefit from or be motivated by his words. I would like to see gullible folks be empowered to combat those who seek to commit fraud or worse, and if this book works toward that goal, more power to it. In addition, the parenting advice seems sound, although often unrealistic.

For those whose style is not aggressive and authoritative, and who are searching for wisdom rather than common sense, I recommend, among many others, Deepak Chopra's The Seven Spiritual Laws of Success or Don Miguel Ruiz's The Four Agreements.

Sandee says

I am very disappointed. I have been avoiding the medias need to tell us the worst of news because I am

certain that it is all part of making a buck. Humans are happy to pay for bad news or horrifying stories about the worst of humanity. We see documentaries filled with examples of the worst of us to make a point but also to make money. I don't feel the need to put my body through the hormonal changes of the fight or flight response to these horrible stories when fighting or fleeing don't provide any benefit to the victims while the stress causes harm to me.

I didn't expect Life Code to be a good news book but I am so disappointed that Dr. Phil seems to be following the trend of providing horror and fear for a dollar. First he tells me a horrifying story worthy of a Halloween movie script and goes on to spend the first third of the book telling me what he is going to tell me. Boring, boring and boring!!!

I don't recommend this book at all and if there was a way to get my money back, I would be asking for it.

Karen says

Dr. Phil as usual phrases and explains his life lessons clearly and simply. Very different type of book for him. He tries to give you signs and identification tools to identify friends, relatives and everyone else that may not have your and your families' best interests at heart. He also instructs you how to use these tools not to change your persona but to guard against invasive people who are harmful. I loved this book and keep it on a shelf next to my bed for reference. Vulnerable people everywhere should read and absorb this. I come under this category of course and I highly recommend reading this very informative book.

Rob Slaven says

As I've said already several dozen times, I received this book via the courtesy of a GoodReads drawing. Despite that repetitious and kind consideration, I give my unfiltered feedback below.

To further the probably unnecessary preamble, I feel it relevant to note that I'm not at all the self-help Dr. Phil type. I don't typically subscribe to the sea of "fix your life" books that are available. This isn't, of course, because my life is perfect but I estimate that the ways in which it is imperfect are not sufficiently of concern to warrant the reading of an entire book. These things take hours to read, after all! But, in the interest of flinging my net of interests to the furthest reaches of the literary genres, I signed up for this book just, as they say when at sea, for the halibut.

So to talk about this book properly one must do so in parts. The first section, about 100 pages or so, goes on at length to describe the people in this world who are, to put it as simply as possible, just plain jerkfaces. Dr. Phil calls them 'BAITER's but they can be summed up as those people who abuse the system to get whatever the heck they want. The good doctor provides a list of warning signs for detecting such people and also what to do about them once you've found them. In general I found the whole thing edifying but also not especially practical. I know that such people exist but I was at a loss to name anyone in my immediate acquaintance whom I would term a 'BAITER'. For someone out there, this will serve as a valuable guide.

The next functional bit, about 80 pages as I count it, amounts to life coaching. It encourages the reader to be assertive, go after what they want, gives strategies to get it but reminds them that in so doing they shouldn't fall into the category of people described in the first section. In other words, go after what you want but not

at any cost whatsoever. It's a delicate balance and the book acknowledges and describes that balance effectively.

After global encouragement about life, there's a helpful and specific chunk about negotiation. This is really a subheading of section two but I think it deserves special consideration since it is a process that is so ubiquitous and misunderstood. If you read nothing else in this book, read chapter 6 (this is non-negotiable; well, really it is since everything's negotiable, but I digress).

The book closes with a section on passing along all the things you've learned in the previous sections to your children. It describes at a high level some of the modern nuances of parenting and how to best deal with these given that the world has changed considerably since we were young-uns (as Dr. Phil might put it).

In summation, this isn't generally the sort of book I'd normally go for but it has something to say to just about everyone. It's not a book in which you hang on every word but somewhere in this thing you'll find something that makes you look up, ponder, and stare briefly into the middle-distance in a thoughtful way. Organizationally the book helps with brief, topical chapters and specific quotes highlighted on each page. You'll want to skim through to the bits that you care about, the book knows this and is organized in such a way to make that easy. One couldn't ask for much more than that.

JoAnne says

I came away with the impression that Dr. Phil either thinks that Americans are stupid, or that they simply cannot think for themselves. My bet is he didn't count on any Canadians reading it. He comes across as very arrogant, and is so narcissistic that he cannot even see that he is describing himself. One passage that I remember where he says he does not judge people before he gets to know them, but then the scene in the casino, his opinion that he is not surprised the guys wife thinks he is a no-good s-o-b; is that not passing judgement? I guess Dr. Phil's days of drunk and dis-orderly conduct are over. He has never done anything to be ashamed of. Wait, isn't that one of his own rules, is it never your own fault??

My opinion is that this book is fine for people who need someone to give them direction in life, but personally the only reason I think it was ever published is because his son owns the publishing company. How convenient. It helps that you have enough money to buy whatever you want as well I guess.

Happy reading. For myself, I think I will stick to watching his daytime show, which I do enjoy and would highly recommend.

Maggie Boyd says

A friend recommended this book. It is my first read by Dr. Phil and will probably be my last. It shuffles up old advice that we have all heard before - such as you can't achieve goals till you make goals, have a clear action plan etc. - and offers up some new information on people he calls BAITERS. They are backstabbers, abusers, imposters, takers, exploiters, reckless. I wonder how long it took his team to think up that cute acronym? Anyway, BAITERS are described as soulless monsters with no remorse. I think it is probable that people at Dr. Phil's level, living in LA would run into these folks. Middle class folks in the Midwest tend to

get screwed over by other middle class folks in the Midwest just trying to get ahead. They don't look or act like monsters. And frankly, the list of characteristics he gives to those people - you'd have to be pretty sick to have all of them and yet everyone has one or two of the characteristics. Long story short? Not helpful for me.

D. says

I was disappointed in this book. The first part was ok, defining toxic people for us. However, I was disappointed that Dr. Phil didn't make an effort to teach how to distance ourselves from those persons if we already have them in our lives. I imagine he doesn't have any problem doing that but there are others who would like an exit strategy spelled out.

The second half of the book was if he was writing a completely different book. In my opinion, he was teaching all of us how to become a clone of himself - goals, aggression, looking out for #1 - similar to those toxic people he spoke about in the first half of the book. A bit confusing, to say the least.

Nancy Parish says

This is an excellent book. For most people, I'd give it a 5. However, as a mental health professional, it was what we all know already. I enjoyed reading his process of getting to the organization of his ideas. I am a reality therapist much like Dr. Phil. I don't believe I Jung's caring approach to helping people. In this world, people need to hear the truth. Now, I want my children to read it. They will "hear" things better from others than they do from Mom. They still think Mom is just interfering or bossing or defending. And, I do tend to hold back more with them than with others. I was disappointed that there was very little learning for me. Otherwise, you go, Dr. Phil, for putting the truth out there in black and white!!

Heather says

Typically this is not a book I would read. Since an acquaintance lent it to me (and highly recommended it) I gave it a chance. I didn't even get 1/4th of the way through before I determined it was a waste of my time.

Is Dr. Phil trying to "BAIT" his readers into continuing to read this book by implying that those that don't are average, below the bell curve kinds of people? ".....If you want to be average; if you want to sit in the middle of the bell curve and "receive" rather than "create" what comes your way and hope nobody takes it from you--then you can stop reading right now, because this book is not for you."

I had no desire to continue reading after this paragraph. I will not be bullied (by an author) into reading a book to try and prove to myself that I am an above average person.

I feel that this book feeds on Paranoia and suspicion which is no way to live life. Everyone makes mistakes and hurts others at some point or another--sometimes unintentionally. I wonder how many people Dr. Phil has hurt in his lifetime? Hmm....

I feel it is wrong to classify so many people as Baiters. Dr. Phil wrote: "I want you...to write down the different categories in which you interact with other people. This may include categories such as work, social, family, sports, hobbies, religion, romantic, and even online. Then I want you to make a list of the people you routinely encounter in each of those categories....What does your gut instinct tell you about each of the people you put on your list? You can categorize them as "safe," "neutral," "suspicious," or "dangerous." You may need to create more sheets if you know a lot of people because I want you to be thorough."

I guess I just find that striving for a more positive outlook in life (and trying to find the good in the people around me) is healthier than looking for the snakes waiting to inject their venom into me that Dr. Phil warns of.

To me this book seemed more about validating how someone feels and does nothing to make their life any better. Dr. Phil uses too many emotional words.

I will turn to more inspirational reads when I feel the need to empower myself concerning relationships with those around me.

Lucille Zimmerman says

I saw Dr. Phil promoting his new book *Life Code* on FOX News last week. He said he wrote the book because he wanted to warn his granddaughters about the real evils in the world, and he wanted to give them life strategies for success and happiness.

I agree with another reviewer who said Dr. Phil spent too much time in the first chapter, telling you what he was going to teach you. I wanted to dive in; I was frustrated to get to the good stuff, but once the book got rolling, it had me in its grip.

In the first half of the book, Dr. Phil teaches about the bad guys—how to spot and defeat them. As a Licensed Professional Counselor, I immediately recognized he was referring to certain personality disordered individuals—sociopaths, narcissists, and borderlines—without calling them that.

What's unique is that he grouped all three into one type of person you would want to stay away from. He shared the clues about how to spot them and how to react once you know what you're dealing with.

Christians might have a problem with this, seeing every person as redeemable, but the truth is—and Dr. Phil compels readers to understand—is that there really are bad people in the world. People who want to cheat, hurt, and steal from you and your loved ones.

Of course, these evil people are on a continuum. Not every sociopath wants to molest and kill you. Some just want your money. Or your spouse. The point is, these people do not have the ability to empathize like regular folks. They could care less who they hurt and you need to know these people are very real. They are not lurking around every corner, but it's guaranteed you have bumped elbows with them.

Dr. Phil describes how he took an inventory of every person who had hurt him in his lifetime. He hung pieces of paper all over the walls and used a colored marker to describe in detail what the offender's strategy was, what tricks he used, how he came across, and how he got Dr. Phil to let down his guard. Once these

were analyzed, Dr. Phil saw a clear set of clues that should have been a warning.

This book is all about showing readers those red flags.

The second half of the book deals with rules for winning in the world. Dr. Phil covers everything from how to stop being a target, to how to behave in an argument. He gives tricks for negotiation, and rules for parenting in the modern world.

The best aspect of this book is the real live examples Dr. Phil shares. Everyone would be wise to read this book.

Life Code is published by Dr. Phil's son, Jay McGraw's, publishing company, Bird Street Books, and can only be purchased through their online bookstore TheBookNook.com
