

Living with a SEAL: 31 Days Training with the Toughest Man on the Planet

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Entrepreneur Jesse Itzler chronicles his month of living and extreme fitness training with a Navy SEAL in the New York Times and #1 LA Times bestseller LIVING WITH A SEAL, now with two bonus chapters.

Entrepreneur Jesse Itzler will try almost anything. His life is about being bold and risky. So when Jesse felt himself drifting on autopilot, he hired a rather unconventional trainer to live with him for a month—an accomplished Navy SEAL widely considered to be "the toughest man on the planet!"

LIVING WITH A SEAL is like a buddy movie if it starred the Fresh Prince of Bel-Air...and Rambo. Jesse is about as easy-going as you can get. SEAL is...not. Jesse and SEAL's escapades soon produce a great friendship, and Jesse gains much more than muscle. At turns hilarious and inspiring, LIVING WITH A SEAL ultimately shows you the benefits of stepping out of your comfort zone.

Jesse Itzler eats only fruit 'til noon, loves Run-D.M.C., and enjoys living life "out of the box." He cofounded Marquis Jet, the world's largest prepaid private jet prepaid flight card company which he and his partner sold to Berkshire Hathaway/NetJets. Jesse then helped pioneer the coconut water craze with Zico coconut water, which was acquired by The Coca-Cola Company. He is a former rapper on MTV and he produced both the NBA's Emmy Award-winning "I Love This Game" music campaign and the popular New York Knicks anthem "Go NY Go." When he is not running ultra marathons, eating vegan food or being a dad to his three kids, Jesse can be found at the NBA's Atlanta Hawks games, where he is an owner of the team. He is married to Spanx founder Sara Blakely.

It's hilarious-LeBron James

This is 100% Jesse. Do it differently and you get different results. That's the way he has operated his entire life and it has worked beautifully.-Mike "Coach K" Krzyzewski, Duke Basketball head coach

Jesse is a risk taker and is always trying different things to get better. Plus, he's fun to go out with.-Tom Brady, New England Patriots, five-time NFL Champion, three-time NFL MVP

Most of us go through life on auto-pilot. New day...same routine. This guy beamed a "live action hero" into his living room for 31 days to shake up his life. Sometimes you have to have the guts to do something radical to get results.-Dolvett Quince, The Biggest Loser

Jesse knows what it takes to succeed in business and in life - a Don't Quit attitude! Our US Military embraces that attitude in training and survival, no one more so than the elite Navy SEALs. When my pal invites SEAL into his world, Jesse's life is never the same again! The relationship between these guys is outrageous - it's like the Fresh Prince of Bel-Air meets Rambo! But with all the insanity there are strong life messages, hysterical moments, and great lessons to be learned. Like Jesse, this book is a HIT!- Jake Steinfeld, chairman and founder of Body by Jake

George Foreman once gave me great advice. When I told him my husband ran 100 miles non-stop he said, 'Sara, don't try to understand a man like that. Just love him.'-Sara Blakely, Founder of SPANX, Jesse's wife

"Living With A Navy Seal is funny and compelling with practical wisdom that leaves the reader feeling elevated and empowered. It also deeply impacted my own personal journey to health, fitness and well being."-Senator Cory Booker

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