

Erik Bertrand Larssen

# No Mercy. Be Your Best With Mental Training

## Bli best med mental trening

Genre: Non-Fiction

Category: Self Improvement/Coaching

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Full English translation available: 58 000 words

The Norwegian Bestselling Non-Fiction Title 2012-2013

Businessmen, top athletes, young students and frustrated house wives; Larssen can help them all. No matter what you do - do your best! This is Larssen's mantra in this amazing book. Larssen helps you to set your life in perspective and to direct your feelings so you can think differently. The book motivates you to push your limits and show no mercy when it comes to your own self development.

No Mercy is a different kind of a self improvement book. It tells a great story about a boy who was always bullied, an underdog who wanted something different for his life and future. In this book you can take part in Larssen's journey on how he became a stronger and more successful person. Larssen shows how small adjustments can change your life.

A lot of great athletes and businessmen have applied his methods and reached their goals and dreams. You meet some of them in this book, and you also get specific advice and tools on how to get there yourself.

After the great success with *No Mercy*, Larssen wrote an independent follow-up called *Hell Week. Seven Days That Will Change Your Life* (2013), which has also made it to the Non-fiction Bestseller list. *Hell Week* is a civil version of an Army Hell Week, which will help you discover your hidden powers, skills and options and achieve permanent change.

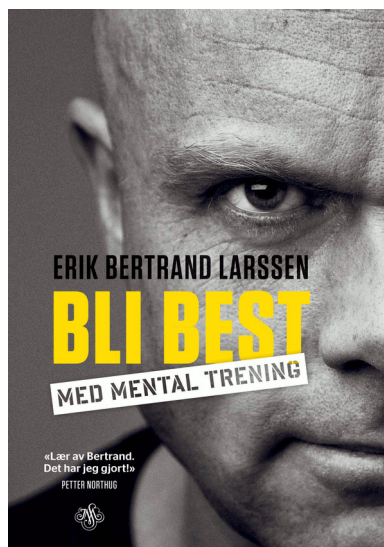


Photo: Jeton Kacaniku

Erik Bertrand Larssen is one of the best selling non-fiction authors in Norway and *No Mercy* has been on the bestseller list for more than a year. Total print run for *No Mercy* and *Hell Week* adds up to 130 000 copies, mostly hardback. *No Mercy* is number one on both iTunes Books and audio book, all genres included.

Mr. Larssen is one of the most popular lecturers in Norway. He has lectured for major companies such as Microsoft, Volvo, Ikea etc., and he has an increasing number of international assignments.

Larssen has been a motivational coach for Olympic champion, Petter Northug jr. and the Norwegian national team in cross-country skiing. Another proof of Larssen's outstanding skills is his role as motivational coach for professional golfer, Suzann Pettersen. He helped Pettersen climb from ninth to second place on the world ranking.

His ambitions as an author are great: He wants to publish one book a year many years ahead.

#### Foreign sales

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