

## Key Takeaways From “The Fish That Ate the Whale” by Rich Cohen

- Sometimes you have to lose with a winning hand so that later you can win with a losing hand
- You're there, we're here; go see for yourself; don't trust the report
- You drink with a man, you learn what he knows
- There is no problem you can't solve if you understand your business from A to Z
- Start at the bottom, fight your way to the top
- Banks fail, women leave, but land lasts forever
- He had the sort of calm that cannot be taught
- He was pure hustler
- He's a risk taker, he's a thinker, he's a doer
- Better to ask forgiveness than permission
- If you're on a man's side, you stay on that man's side, or you're no better than a goddamn animal
- The world is a mere succession of fortunes made and lost, lessons learned and forgotten and learned again
- He was on a mission in quest of the American dream
- Becoming a father changes the nature of the future
- Go all in, or get out
- Great fortunes come from big plays
- A businessman can live with a certain amount of corruption
- If you buy a man, you have a right to expect him to stay bought
- If you want to know what he's going to do, forget what he seems to agree to and figure out what's in his interest
- Every great victory carries the seed of ultimate defeat
- It does not matter how many bananas you ship: when you lose your reputation, you lose everything
- There was not a job he could not do, nor a task he could not accomplish
- He wanted to win and would do whatever it took
- Wars are not won by running your mouth
- If he does not say much, it's because he considers small talk a weakness
- The prize goes to he who does not lose his head or open his mouth too soon
- Sit and stare and let your opponent fill the silence with his own demons
- What cannot be accomplished by threats can often be achieved by composure
- Get up first, get your hands in the dirt and the blood in your eyes

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Taken directly out of the book

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- Show me a happy man and I will show you a man who is getting nothing accomplished in this world
- It was not how much he gave, it was the way he gave
- A man needs a code or else lives willy-nilly, like an animal
- Don't tell me how you feel; show me what you've done
- Bad things happened to him as bad things happen to everyone, but unlike so many he was never tempted by failure
- Don't go away mad, just go away
- The best tycoons are like magicians; they know when to share information and when to withhold
- You have won the hand, but I will win the game
- Never complain, never explain
- Maybe we can't make the people love us, but we will make ourselves so useful to them that they will want us to stay