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# Brand New Man: My Weight Loss Journey

# BRAND NEW MAN DON MCNAY



## Synopsis

Brand New Man: My Weight Loss Journey is the inspirational story of how Don McNay overcame a lifetime of morbid obesity to lose more than 110 pounds and achieve good health. McNay used the academic training, decades of experience and common sense wisdom that made him a world-renowned financial expert and devised a well-crafted weight loss plan that was implemented to perfection. Don drew upon communication skills honed as an award-winning syndicated columnist and best-selling author to tell the story in a brutally honest and riveting manner. With practical advice, exhaustive research and cultural references that range from world history to rock and roll, McNay tells a story that motivates, educates and inspires people to action. Brand New Man has been called "the best book ever written by a weight loss patient," but it is more than a weight loss book. It is about using business skills and systematic planning to take on any major issue. It is a book about finding the confidence and enthusiasm to overcome obstacles. It is a book about how to assemble a "dream team" of advisors and draw inspiration from heroes who battled similar demons. It is a book about drawing upon dogged determination to fight back to the top. The Don McNay Reality Show sections are a candid depiction of how the 55-year-old man obtained and recovered from weight loss surgery, lost 100 pounds, started participating in 5K races and became a CrossFit devotee. It is a must read for anyone thinking about weight loss surgery. Readers of Huffington Post know that McNay challenges the privileged and powerful and his insights on the economics of obesity do just that. The section "How I Got Fat (In Four Hundred Words)" draws inspiration from singer Jimmy Buffett and is entertaining for Parrotheads and non-Parrotheads alike. Although documented with over 40 pages of bibliography and footnotes, Brand New Man reads like a novel with a happy ending. McNay takes us on his journey with the gusto and enthusiasm that made his weight loss journey a success. "A must read for anyone interested in the obesity epidemic." -Gary Rivlin, author of *Katrina: After The Flood*, selected as one of 2015 most notable books by the New York Times. "Don has made himself into a brand new man but retained his impressive intelligence, integrity and writing skills." -Moon Landrieu, former member of President Jimmy Carter's cabinet and former Mayor of New Orleans

## Book Information

File Size: 1671 KB

Print Length: 304 pages

Publisher: RRP International Publishing & Digital Media (February 27, 2016)

Publication Date: February 27, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01ASVG70C

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,055,342 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #74 inÂ Books > Medical Books > Medicine > Internal Medicine > Bariatrics #4524 inÂ Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diets & Weight Loss > Diets > Weight Maintenance #4544 inÂ Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diets & Weight Loss > Diets > Weight Loss

## **Customer Reviews**

I'm not morbidly obese, but I know some people who are, including author Don McNay. I've known Don since high school, and I have first-hand knowledge of his struggle with his weight. What I didn't know were the details of his campaign to achieve and maintain a healthy lifestyle. Living a healthy life is a goal with which all of us can identify. Is *Brand New Man* really the best book ever written by a weight loss patient? I can't say since I haven't read a lot on the subject. However, what I really enjoyed about this book was the behind-the-scenes look at one man's efforts to face a serious personal challenge with fortitude and with the support of family and friends as well as other people fighting the same fight. Don's journal entries highlight the daily changes in his mood, expectations, setbacks and victories he experienced along the way. I found this book inspiring, and I think other readers will, too.

I am 73 and have been "dieting" since I was 15. Weight up and down from 121 to 191. A common thread of such dieters is denial. Don McKay's "Brand New Man" has finally turned my life around. He is totally honest in his story of his gastric sleeve operation and his daily changes in his life. He is my inspiration now in finally getting my weight to a healthy place and, more importantly, keeping it there. I keep his book on my night stand now and if I feel an urge to eat something I shouldn't, I make myself go look at that book before I eat it. Works every time. I am also biking daily now as Don's Cross Fit is showing results. I recommend "Brand New Man" for anyone who wants to lose

weight and get healthy!

This book is a well-written account of one man's journey of weight loss and gain and of gastric sleeve surgery. His stories and journal entries are humorous and touching. You find yourself cheering him on reading each page, and I found myself unable to put it down. I think it should be a must-read for those contemplating bariatric surgery. A real-life "Rocky"!

Brand New man is a great story of transformation, determination, dedication and courage. The story of Don McNay's journey will inspire readers to be fit for life. It's written with tremendous honesty and shows a path to health we all would be wise to emulate and follow.

I came across this book through a friend of mine, and I'm very glad I did! An engrossing read that held the interest of someone with no history with weight loss surgery. I'll be looking forward to reading whatever Mr. McNay does next.

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