

Mentor Note - Nick Noorani

My relationship with Murali goes back several decades when I was interviewing for a copywriter's job for an advertising agency that I headed in Dubai. The interview was in New Delhi where Murali was based. I was immediately struck with the passion that Murali displayed and the sharp single-minded focus that he brought. Needless to say, I hired him and so he came to Dubai. In the years that followed, Murali soared professionally and I was pleased when several years later he landed in Toronto, Canada.

We continued keeping in touch and, in 2011, when my 7 Success Secrets for Canadian Immigrants tour was started, Murali was one of my top stars delivering my speech to hundreds of immigrants. With my moving back and forth between Vancouver and Toronto, I got to spend a lot more time with Murali. And I remember when we started talking about learning from great teachers. In a world obsessed with the latest 'role model' who is the latest craze promising instant nirvana, Murali has always been an avid reader of classic authors like Napoleon Hill, Anthony Robbins and their ilk. It was then that I suggested he put his learnings into a book.

As someone who is now writing his fourth book, I know how much time goes into writing a book. I was not surprised when he sent his first draft to me within weeks of speaking about the book. All of the methods Murali speaks of in The ACE Principle are authentic as they are qualities and principles he has embedded in his life! This is not theory as I have watched Murali live the very attributes he speaks of.

This book will serve as a handbook for anyone who is searching the perfect pathway to success. Personally, the biggest reward for a mentor is to watch a mentee succeed!

Go Murali!

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