

**J**oe Roberts' inspiring story is one of determination, courage and overcoming adversity that reminds us of the power of believing that anything is possible. It is a testament to the strength of the human spirit and what you can achieve when you set your mind to it."

**Rick Hansen**  
Canada's Man In Motion

"This is a book to read, reread and share. Joe helps you see that failure is the key to success if you have the right attitude. The title of this book could be "Adversity is Tremendous."

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"Get yourself out from under your mental bridge. Joe can show you how. Start reading this book NOW!"

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"This inspiring book will nurture your heart and nourish your mind with the art of the possible... Joe Roberts travelled the road with personal strength and professional zest. You'll enjoy his story."

**Nido Qubein**  
Founder, National Speakers Association Foundation  
Chairman, Great Harvest Bread Co.

"Joe, thank you for your courage and vulnerability to share the details of the dark side of your journey.....All who read this book, no matter where they are in life, will benefit greatly from your experience and your research. Bravo Joe!"

**David Sweet**  
President & CEO Promise Keepers Canada

"From drugs, homelessness, poverty and despair the Skidrow to CEO story of Joe Roberts shows us, it is possible if we dare to dream and to act."

**Philip Owen**  
Former Mayor of Vancouver, BC



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