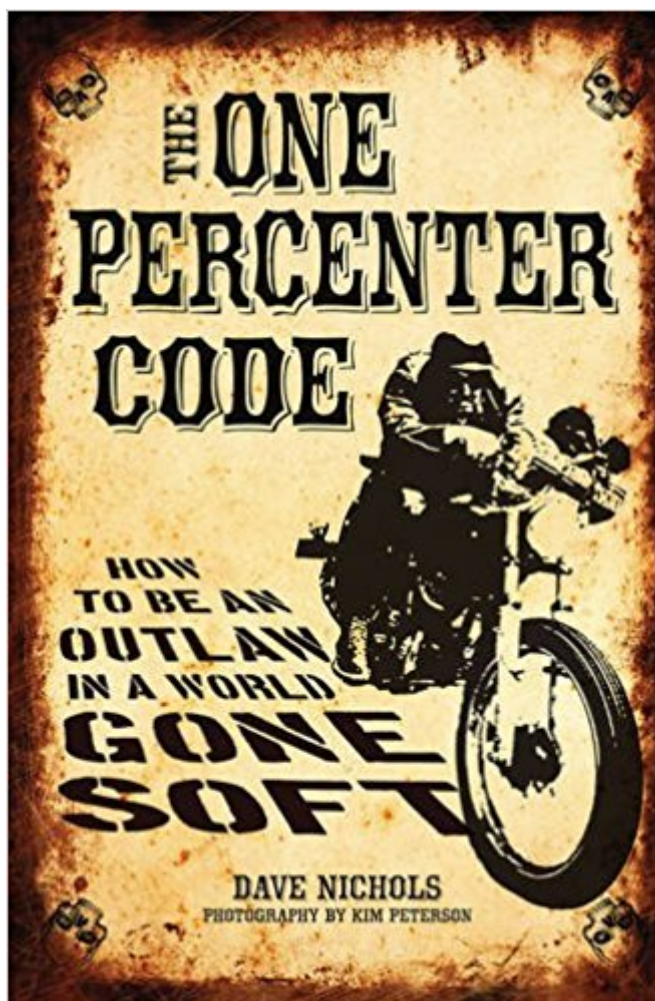


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# The One Percenter Code: How To Be An Outlaw In A World Gone Soft



## Synopsis

In *The One Percent Code*, best-selling Motorbooks author and editor of *Easyriders* magazine Dave Nichols takes up where he left off in *One Percent: The Legend of The Outlaw Bikers*. Nichols takes readers inside the world of outlaw motorcycle clubs and pulls back the secretive curtain on the biker lifestyle. He explores the concept of brotherhood, ultimately arriving at a new definition of family and community in the process. Being a member of a one percenter motorcycle club requires extreme discipline; in this book, Nichols shows us what that life offers in return. Nichols delves into the one percenter code of conduct and honor and finds something that is sorely lacking in modern society. In this book, he shows us how we can apply those values in our own lives. The world of the outlaw biker has its own rough-hewn rules of order, and *The One Percent Code* acts as a guidebook to that truth-, honor-, and brotherhood-based world.

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## Customer Reviews

In *The One Percent Code*, best-selling Motorbooks author and editor of *Easyriders* magazine Dave Nichols takes up where he left off in *One Percent: The Legend of The Outlaw Bikers*. Nichols brings readers inside the world of outlaw motorcycle clubs and pulls back the secretive curtain on the biker lifestyle. He explores the concept of brotherhood, ultimately arriving at a new definition of family and community in the process. Being a member of a one percenter motorcycle club requires extreme discipline; in this book, Nichols shows us what that life offers in return. Nichols delves into the one percenter code of conduct and honor and finds something

sorely lacking in modern society: integrity. In this book, he shows the reader how they can apply the values of the one percenter in their own lives.Â Â The world of the outlaw biker has its own rough-hewn rules of order, and The One Percenter Code acts as a guidebook to that truth-, honor-, and brotherhood-based world. --This text refers to the Hardcover edition.

Dave Nichols has been involved in many forms of media both in front and behind the camera since 1978. He has written and produced over 1,200 TV commercials with Shadoo Stevens, Inc., a series of television comedy specials for HBO/Cinemax, and American Top 40 for ABC Watermark. He has produced live events for Jani International and live sports programs for television, created early-learning software for Microsoft, and developed ad campaigns for radio, TV, and feature film trailers for New World Pictures. Dave has been the editor-in-chief of Easyriders and V-Twin motorcycle magazines since 1998 and is currently overseeing ten automotive and motorcycle magazine titles for Paisano Publications, including the new Road Iron custom touring bike title. Nichols was the on-camera host of V-Twin TV, a 26-episode motorcycle-related television series seen on the SPEED channel. He is also the bestselling author of Top Chops, Indian Larry: Chopper Shaman, One Percenter, and One Percenter Code, all published by Motorbooks. He lives in Ashland, Oregon, and Los Angeles and is currently creating TV series and feature film projects with HBO producer Michael Hill. Kim Peterson has been a window to the biker world for 33 years as a photographer, writer, and editor for Easyriders and In the Wind. Several cross-country treks in the early 1970s whet his appetite for adventure, biker-style. From his West Coast base camp, he continues to travel widely for exceptional images.

Considering the author and his history, I expected the book to delve more into the actual 1%er lifestyle and belief system...much of the book seems to try to say 1%ER's are of one political persuasion or another, or at least should be...eg..., for the Occupy Wall street movement and against the Tea Party movement...the author interjects many of his personal political ideals in the book...and, as a 1%ER in a "Big 4" motorcycle club, I felt as if he believed in order to "live like an outlaw in a world gone soft" you had to be against business, in favor of big government programs and generally against conservative values...1%ER's are not of one political thought process: We are not all conservative or liberal or libertarian. Just like any other culture of people living a similar life, our beliefs are not lock stepped because we are 1%ERs...he does speak of how , over time, different societies grew young males into men, their rituals and belief systems, and how that relates to 1%ER's and how they live today, but I found it very confusing that in one chapter he speaks of

being a man and standing up like one, being responsible for how you live your life, and in the next chapter he speaks of how those who have done well in life, and earned what they got, should be brought down because others haven't done as well...I have no idea how the authors belief that corporations are evil, relates to living by the 1%ER code. Many of the "insights" into the outlaw club or 1%ER world are taken from websites you can search for yourself and read virtually word for word... I do not remember a single interesting lifestyle story...I would have rated the book a one, but I gave it a 2 because at least the author doesn't spin many "made up media" stories about us.

Kinda lame. He seems to have very few of his own ideas and repeats his self continually. I think he was probably a 'wannabe' anyway.

Great book!! My son said he couldn't put it down! Glad I chose it for a gift!!

There are many romantic fictional accounts of the knight in shining armor riding in on his trusty steed to right the wrongs and steal away the fair maiden. This ain't that book Jack! THIS IS THE REAL DEAL. Having been a part of the life since childhood, everything Dave writes is both factual and right on. Most of us NEVER speak of the things in this book, because they are just assumed that it is the way it is. Be a man, the same man, always to whomever, wherever. Period. Sounds easy huh? Well it's not in our nanny state society of people telling you its NEVER your fault. Bull#@t!! It probably is your fault. Own it, suck it up, ride on. Bottom line is this: every MC needs to give this book to every probbie, prospect or whatever you call the greenhorn wanting to fly your colors. Parents, give it to your boys. Give it to your girls telling them to look for what a real man is, that they can spot a man by looking for the things found within this book. We need more men, less women with pricks. Thanks Dave. Good on ya` man.

Interesting inside view of 1 percenter point of view but he makes them all out to be some type of heroes and I don't believe that's the case

What my fellow bikers??? You cannot handle a great read? I read so many negative comments. WRONG. Truth hurts Pick up your balls and swallow your pridelf you ride BUY

Seemed like more of the writers political views than anything else. I was hoping for some interviews with bikers rather than a history lesson.

It tended to ramble on sometimes, and felt a little repetitive. I was surprised at how political it was. Bikers are aware of how law affect them and their lifestyle, but they're not all conservative (or liberal). Still, it was a good read with good pictures, and I would recommend it to others.

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