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| Sommario/riassunto | Conventional business wisdom tells you that there's always something to learn from failure. Not true, says Barry Moltz. Sometimes, failure just stinks. Bounce! explains how success and failure are simply normal outcomes in the regular lifecycle of a business and that process over the long term matters far more than individual outcomes. This book shows you how to build a business that can "bounce" through these cycles for long-term success. If you run a business, better make it Bounce! |