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| Nota di contenuto       | Bounce!: Failure, Resiliency, and Confidence to Achieve Your Next Great Success; Contents; Preface; Acknowledgments; Chapter 1: Get Ready for Adventure: You Have Never Heard a Speaker Like This Before; Talk the Talk; The Ultimate Reality Show; The Comeback: See, Dreams Can Come True; A Messy Process; Chapter 2: Archetypes of Success: Be Careful What You Wish For; Archetype One: Making Something from Nothing or At Least Not Much; Archetype Two: The Rich Get Richer; Archetype Three: The Comeback-Rocky Revisited; Danger Ahead: Focusing on These Archetypal Outcomes Can Sting Copycats Need Not Apply But Wait-Doesn't Success Breed Success?; Failure at the Very Top; The Roulette Wheel of Success; Chapter 3: I've Got Your One-Hit Wonder: 867-5309; Chapter 4: The World from Here: Start Where You Are; The "Failure Is Not an Option" Cultures; What a GEM!; Laws Affecting Business Reflect Cultural DNA; Chapter 5: Forget the Archetypes: Messy Lines Teach Humility; Have Humility or Have It Bestowed upon You; My Mother's Model of Success; Cycle the Random Walk; Skate the Random Walk; A Call from Your Three Sisters; More Bad Weather Ahead: Blame-Storming Is There a Formula for Humility? The Ego Is Dead-Or Is It?; Can We |

Dress Up the Ego and Pretend?; These Egos Have Left the Building without Humility; Humility Tells Us That We Are Not Our Businesses; Humility: Let's Talk about Mistakes; The Tylenol Drug Scare; Humility Allows Us to Learn from Mistakes-Sometimes; Humility Balances Ego; Chapter 6: Failure Is an Option: Flying Fear in Formation; Greet Failure with a New Vocabulary; Meet Failure's Close Relative, Fear; Fear of Being Different and Not as Successful as I Ought to Be; The Elements Called Success and Failure; FUD Takes Hold  
Skip the Logo Design, Take a Step Fear of Failure Can Motivate, and Then It's Not All Bad; Facing Your Fear: Jump!; Teaching Butterflies to Fly in Formation; With Failure and Fear Comes Choice; Chapter 7: Embracing Failure When It Happens; Reverse-Engineering Our Past; Oh, What a Shame; Forgive Others-And Then Yourself; Moving Outcomes: Owning Our Mistakes; This Thing We Call Failure; Embracing Failure: An Acquired Taste; Like Success, Failure Is Part of the Cycle of Business; Letting Go of the Embrace; Written All over Your Face; Chapter 8: Failure Provides Choices; Lost? Try the Escape Hatch  
Getting to No Dynamic Learners; Morphing into Your Next Success; Start from Where You Are, Right Now; Patient Passion-Choose Intensity; Passion, Confidence, and the Bottomless Bounce; Chapter 9: Do It Anyway: Be a Smart Risk Taker; Chapter 10: A Little DAB will Do Ya! Drive, Accept, and Build; It's All about the Process, Dilbert; Earning Your License to Fail; Chapter 11: Goal Setting: Establishing Your Own Scorecard; Make Progress via Intermediate Goals; Define the Goal before You Start: Striving for Minimal Achievement; Patient Dreams; Raising That White Flag: No Shame in Surrender  
Having Too Much Will Make You Stupid

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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!

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