

What Losing Taught Me About Winning



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SCORE A TOUCHDOWN WITH YOUR SMALL BUSINESS! Drawing on his experience as a top entrepreneur, and displaying the energy and grit that saw him through dozens of professional ups and downs, Football Hall of Famer Fran Tarkenton presents field-tested guidelines that anyone starting a business will value. Offering inspiration, insight, and practical know-how, he shows you how to: * Build victories and knowledge upon mistakes and failures * Take wise risks without gambling * Create value in personal and professional life by building trusting relationships * Think like "All-Star Outside-the-Box" thinkers, such as his friends Ted Turner and the late Sam Walton * Choose heroes and develop "magnificent obsessions" * Practice leadership and employ teamwork to accomplish all your goals * And much more! Distinguished by Tarkenton's finely tuned business acumen, What Losing Taught Me About Winning gives you all the guidance you need to make the most of your entrepreneurial ventures, whether you're just starting out or facing new challenges.

作者介绍:

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