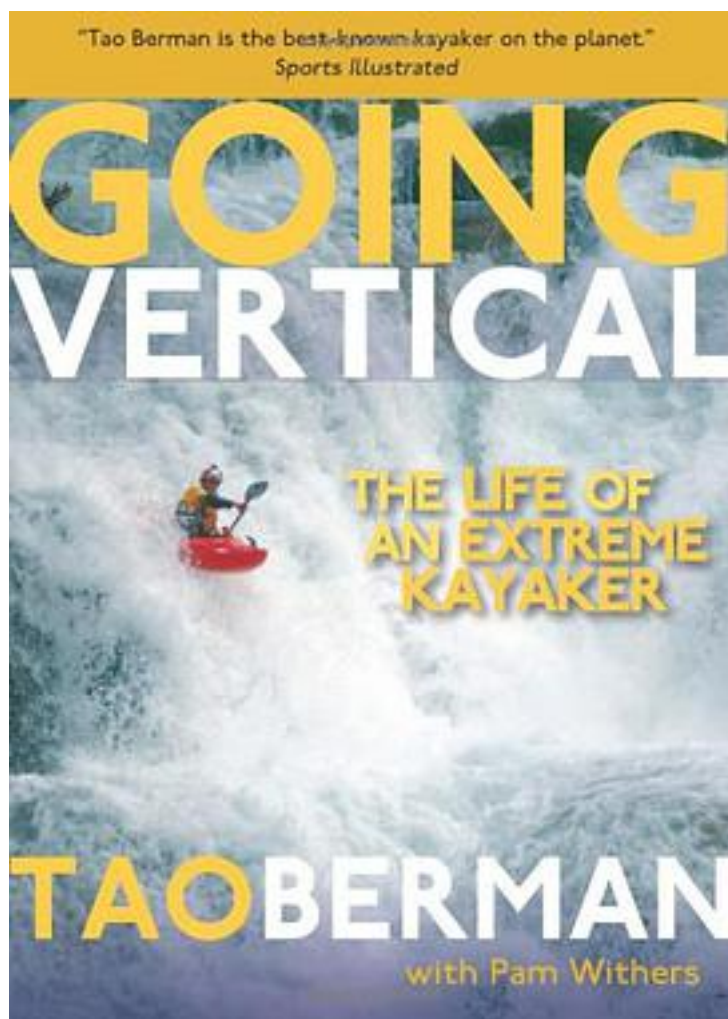


Going Vertical



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Running wild in the mountains of eastern Washington as a child, extreme kayaker and

entrepreneur Tao Berman continues to run wild through the record books and life. A world-record waterfall-drop holder since his 98.4-foot kayak flight off of Upper Johnston Falls in Banff National Forest, Berman exemplifies his philosophy of "I'd rather die than lose" in both his experiences as a super athlete and his work as a successful businessman. Going Vertical is a parallel narrative of triumph in both areas, bringing readers along for the ride as the author pushes the limits of possibility. In chapters such as "The Tao of Marketing" and "The Tao of Risk," he translates the wisdom he's gained performing extreme sports to the dialect of the business world. Going Vertical guides readers into rarely glimpsed realms of achievement and shows by example how to attain the mindset to master them.

作者介绍:

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