

The Good Fail: Entrepreneurial Lessons from the Rise and Fall of Microworkz



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Reviews

This publication will never be straightforward to get going on looking at but really fun to see. This can be for all those who statte that there had not been a worth looking at. You wont really feel monotony at at any moment of your own time (that's what catalogs are for about should you request me).

(Cale Hansen Sr.)

THE GOOD FAIL: ENTREPRENEURIAL LESSONS FROM THE RISE AND FALL OF MICROWORKZ



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Audible Studios on Brilliance, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. An inside look at how companies and executives rise and fall, with important lessons for all aspiring entrepreneurs. The Good Fail is part business story, part guilty pleasure, exploring Richard Keith Latman s very public missteps and the painful lessons he learned as a result, presented to fellow entrepreneurs, in his own words, for the first time. Written in a lively, conversational style, the book answers questions many computer-industry veterans have been asking for more than a decade about what went wrong at Microworkz, the failed former free PC enterprise. Chronicling Latman s long roller-coaster journey back and offering pointed advice about effective business development, negotiating, human resource management, and leadership, which Latman has successfully applied at his latest ventures, iMagicLab and Latman Interactive, this audiobook is an important set of insights for entrepreneurs everywhere. This book: Offers 19 practical lessons learned, which can help put other entrepreneurs on the path to success faster Includes invaluable insight into how to overcome even the worst public business failures Provides a behind-the-scenes look from the ultimate insider at an important time in computer industry historyPresents a case study of how personal and business lives can negatively impact each other Microworkz s failure can be your success. The Good Fail provides both important insights into how to start a business that will reap rewards, and warnings about how to avoid going astray.



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