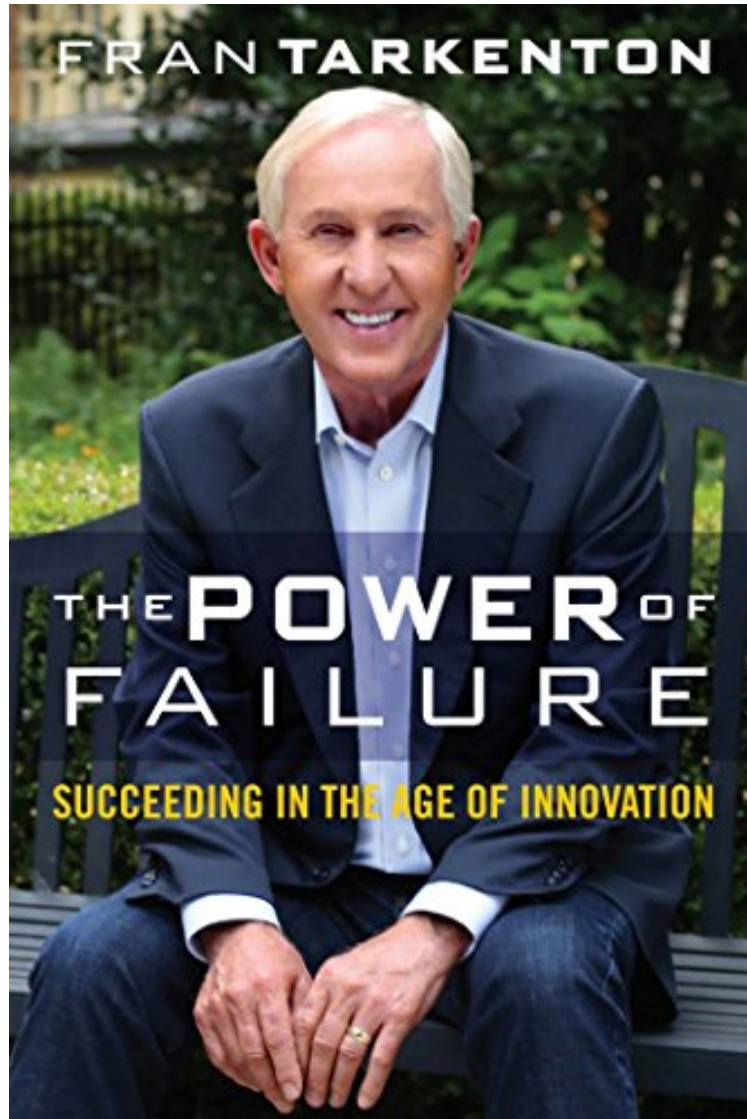


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The Power of Failure: Succeeding in the Age of Innovation

Fran Tarkenton

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Failure is your key to success. So says Hall of Fame quarterback and hugely successful serial entrepreneur Fran Tarkenton. Don't get him wrong—there's no one more competitive or keener on winning than Fran. But in his inspiring and insightful new book, *The Power of Failure*, Tarkenton illustrates with hard, real-life examples why

the most successful entrepreneurs are those with the courage, the resilience, the intelligence, and the competitive spirit to fail often, fail faster, and fail better—to achieve ultimate success. Candid, concise, quotable, and realistic, Fran Tarkenton is the best possible guide to finding success through the power of failure.