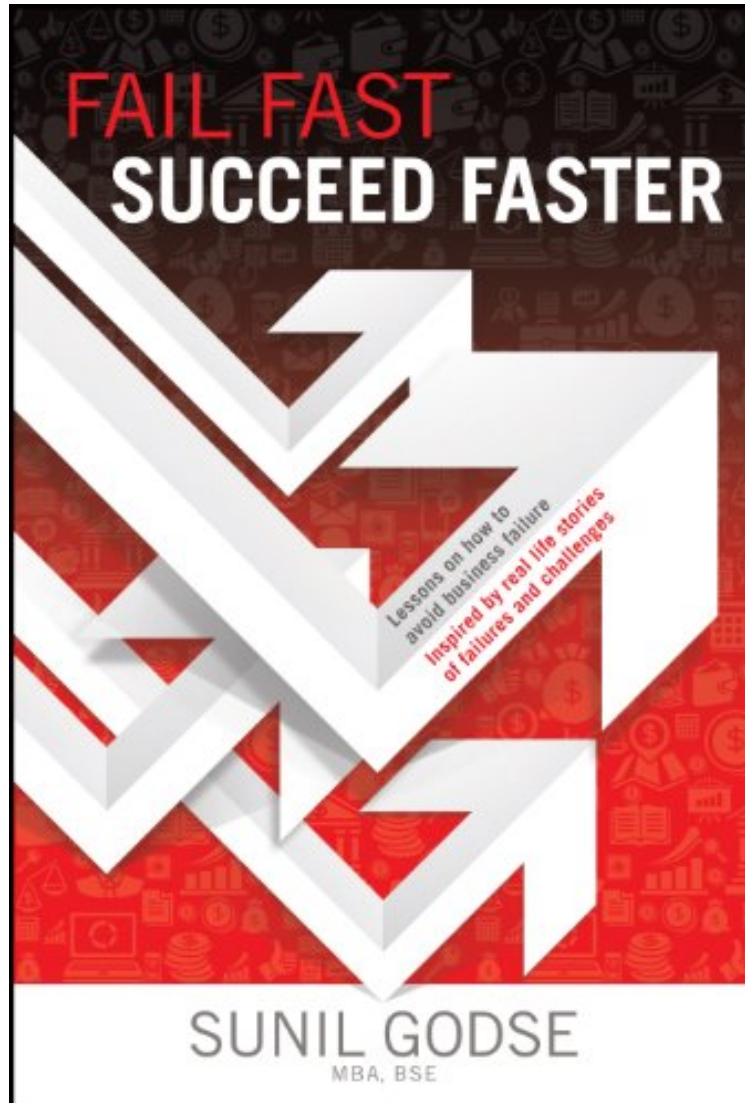


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## Fail Fast. Succeed Faster.

*Sunil Godse*

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**Sunil Godse : Fail Fast. Succeed Faster.** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fail Fast. Succeed Faster.:

A publication by Industry Canada has shown that between 2002 and 2008, 99,000 businesses were created, and within that same time frame, only 8,800 survived, representing a 91% failure rate! Less than one in 10 businesses actually survived! Fail Fast. Succeed Faster. is a collection of real life one-on-one interviews with over 200 business executives who gave their valued time to share their incredible stories of business challenges and failures. The goal of the book is

to enhance business success by learning through the failures and challenges of others. By being better prepared to tackle business hurdles, entrepreneurs are able to save time and money, directing resources to where they are most needed: moving the business forward. It is inevitable that an entrepreneur will go through business challenges. But by purchasing a copy today, anyone thinking of starting or expanding a business can put themselves on the path to success by learning from the failures of others—instead of their own. Fail Fast and Succeed Faster. I was happy to contribute to Sunil Godse's effort to speak openly about what we can learn from failing. It's something we all do but don't listen closely enough to the learning. Kudos to Mr. Godse for pulling our mistakes together in a way we can all benefit from.—BRUCE CROXON, Co-Founder—Round13 Capital and former Co-Founder—LavalifeSunil's book can help any business, whether it's in start-up mode or poised for growth. Learn from the failures and successes of others, and succeed faster.—BILL JOHNSON, Former Chairman and CEO, McDonald's Restaurants Canada Ltd. From success, we gain satisfaction and confidence. From failure, we gain wisdom and humility. May we all make enough mistakes to live a balanced life. Sunil's book will show you how to learn from failures and help you on the road to success.—IRENE CHANG BRITT, Senior Vice President—Global Baking and Snacking, President—Pepperidge Farm