

# Report on book go for no the ultimate strategy for failing your way to success

[Experience](#), [Failure](#)



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The book, "Go For No! The Ultimate Strategy for Failing Your Way to Success" is authored by Richard Fenton. It is a little book that mainly targets entrepreneurs and anybody else undertaking a new activity.

The book passes across a number of messages. The most important of the messages is that people should overcome their fears of rejection and failure and surge forward to seek success. On this message, the author gives five levels of failure and ways of how to deal with failure. According to the book, passing through the levels of failure is not easy and so total commitment and hardwork is called for.

The book tries to show the positive side of getting rejected. It encourages one not to give up and to make the best out of the situation, no matter how bad it may seem. To emphasize on this, the author gives an illustration of how a marketer who was trying to get people to attend his meeting, got rejected by 190 people. However, the marketer did not give up. He went on and 10 people accepted his request.

When one reads the book, they acquire knowledge on how to make out the best out of lose situations, how to change ones attitude towards failure and rejection. More to that, the book has tips of how to overcome fears by building up courage to face whatever limitations and obstacles that may occur along the way.

In conclusion, the book is very handy and essential to anyone in business,

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especially the marketing sector. It can also be considered as being an inspirational book since the author tells of how people everyone considers as being successful have made it, despite the many challenges and rejections.

## **References**

Fenton, R. (2000). Go for No! The Ultimate Strategy for Failing Your Way to Success. Birmingham: APT Publishing