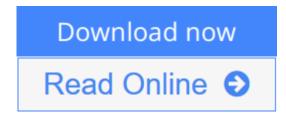


Starting from No: Ten Strategies to Overcome Your Fear of Rejection and Succeed in Business

By Azriela Jaffe



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Business Bestseller! This book provides great insight on ways to overcome your fear or rejection and to succeed in business.

Author Azriela Jaffe shares anecdotes from dozens of entrepreneurs and salespeople and discusses effective strategies to overcome the fear of rejection in business, including identifying the roots of fear, realizing certain limits, and finding/utilizing your talents.



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Editorial Review

About the Author

Azriela Jaffe is widely recognized for her advice on how to handle the emotional and interpersonal challenges of entrepreneurship. Her column, "Advice from A-Z," appears on Business Week Online and Small Business (www.businessweek.com), and in several newspapers, including The Los Angeles Times. She is also the author of "Honey, I Want to Start My Own Business" and "Let's Get Into Business Together: Eight Secrets for Successful Business Partnering."

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