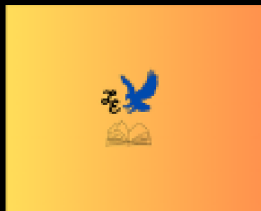




Their story is all too common. In "Beyond the Fall: Thriving in Entrepreneurship," a seasoned entrepreneur exposes the hidden traps that bankrupted their family and thousands like them. This no-holds-barred guide rips away the glossy brochures, revealing predatory fees, unrealistic projections, and territorial strangleholds. But it doesn't stop at warnings—Steel provides battle-tested strategies to negotiate more innovative contracts, build true customer loyalty, and leverage your local brand against corporate giants. Whether a first-time investor or a seasoned operator, this book is your shield and sword for entrepreneurship. Don't let your dream business become your financial funeral.



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