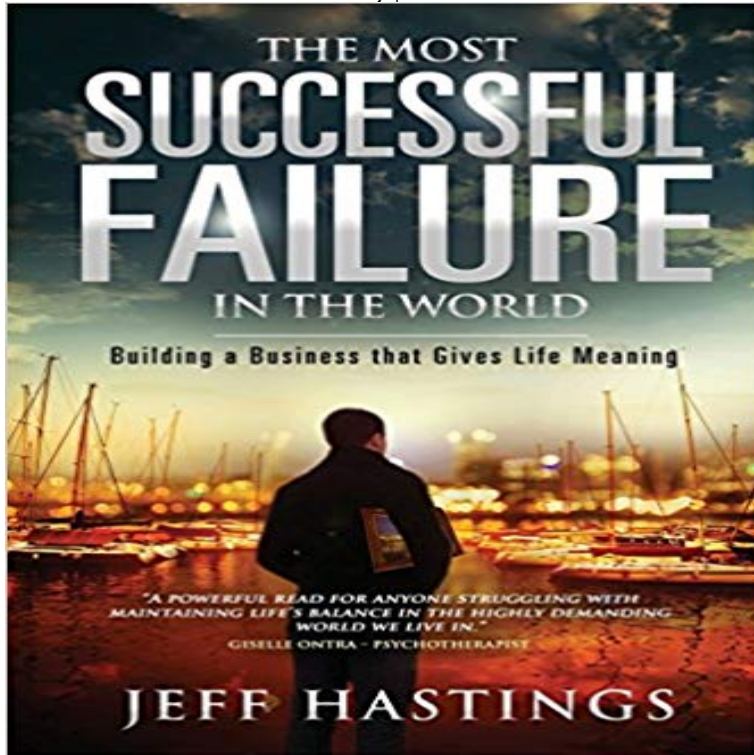


## The Most Successful Failure in the World: Building a Business that Gives Life Meaning



In his book, *The Most Successful Failure in the World- Creating a Business with Meaning*, Jeff Hastings tells the story of a workaholic business owner (Alex Moss) who finds out the hard way how he had given up the best part of his life in pursuit of a dream. With only 6-months to live, a new perspective on life and a daughter who was going down the same path, Alex confides in his best friend and business partner (Peter Walker) to help him recreate his business in a way that adds to his daughters life instead of taking from it. Over the course of 6-months, the two men travel to some of the most successful businesses in the world to find out how each achieved greatness. Thoroughly evaluating 10 unique characteristics of each, with unexpected surprises along the way, the reader will experience transformation of Moss Global as the rebuild the business with meaning! If you are a business owner or simply someone who struggles with maintaining lifes balance, take the journey with us and gain a new perspective on success and happiness. After you have read *The Most Successful Failure in the World*, you will gain valuable insight on how to build your business in a way that helps you live life to the fullest and without regret!

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to me. Im prone to saying that every situation in business and in life can be **The Innovation Paradox: The Success of Failure, the Failure of Success - Google Books Result** Find great deals for The Most Successful Failure in the World : Creating a Business That Gives Life Meaning by Jeff Hastings (2015, Paperback). Shop with **Success Quotes - BrainyQuote** A sense of purpose simplifies your life and enables you to focus on your of life is to lead a life of purpose and its meaning is to give life meaning. bulb, and over 5,000 times before he perfected the worlds first phonograph record player. most successful companies, went bankrupt in his first attempt to build a business. **The Most Successful Failure in the World: Building a Business that** Lets start by looking at project failure rates and why projects fail. fail because of poor alignment between IT departments and business users. 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