

Bouncing into the Spotlight: The Harder I Fall, The Higher I Bounce at the London Book Fair

OLYMPIA, LONDON, April 13, 2023 /EINPresswire.com/ -- Max James' *The Harder I Fall, The Higher I Bounce: Life Lessons from the Entrepreneur Dubbed The King of Kiosks by Fortune Magazine* is a captivating memoir showcasing real-world applications of the rules of entrepreneurship through Max's own life stories. The book will be part of [Bookmarc Alliance's](#) exhibit for the London Book Fair scheduled on April 18-20 at Olympia London.

From growing up on a farm to serving in the Air Force Academy and surviving the Vietnam War, Max's life experiences have taught him invaluable lessons about relationships, personal fulfillment, and success in business. In this book, Max shares his

own life stories - both funny and heart-wrenching - that demonstrate the real-world applications of the rules of entrepreneurship. Through his experiences, Max proves that hard work, preparation, cutting your losses early, never selling past the close, and not burning bridges behind you are crucial to success in business and life.

“

This is a fascinating book and should be on the reading list of every young aspiring entrepreneur...”

Harry Pearce, Vice Chairman of General Motors (Retired)

Max James is an Air Force Academy graduate and founder of American Kiosk Management. With a lifetime of experiences including being shot down twice in Vietnam, Max's leadership and resilience have earned him recognition, including induction into the Specialty Retail Hall of Fame and the Distinguished Graduate award from the Air Force Academy.



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