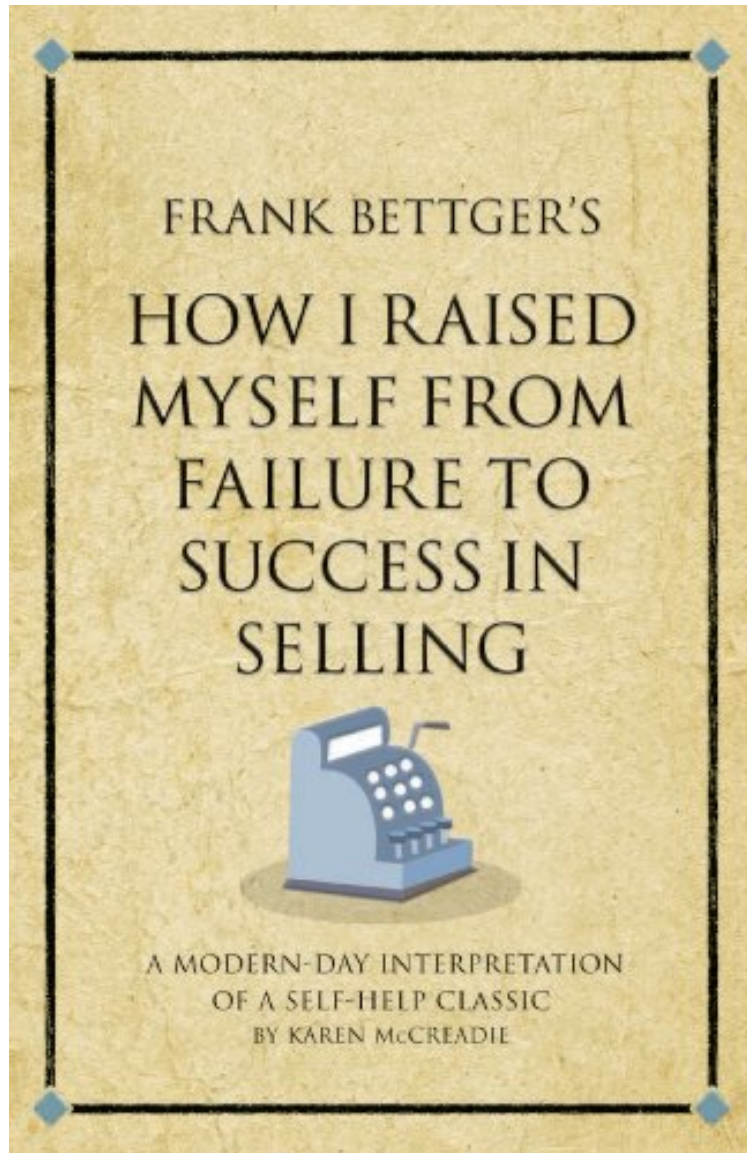


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Frank Bettger's How I Raised Myself from Failure to Success in Selling (Infinite Success)

Karen McCreddie

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Frank Bettger's momentous decision to undergo a complete personal transformation by putting enthusiasm into everything he did helped him achieve legendary status as an insurance salesman. First first book published in 1947, *How I Raised Myself From Failure To Success* is still a best-seller today and has stood the test of time. Here, Frank Bettger's interpretation of *How I Raised Myself From Failure To Success* illustrates the timeless nature of Bettger's insights by bringing them to life through 52 modern case studies. This brilliant interpretation of *How I Raised Myself From Failure To Success* is an entertaining accompaniment to one of the most famous books on selling ever written.