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The Theory of Twenty One

Chuck Reaves

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For every person who will say yes,
there are twenty who will say no.
For a positive response you must
find the twenty-first person.



CHUCK REAVES

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Chuck Reaves : The Theory of Twenty One before purchasing it in order to gage whether or not it would be worth my time, and all praised The Theory of Twenty One:

According to the theory of 21, there are twenty people who will say no for every person who says yes. The secret to success in business is finding the 21st person, the individual who is open to ideas and innovation and who makes abstract ideas become reality. This book helps you identify the twenties--those who dislike change and fear risk--and teaches you how to elude them and to persevere despite their repeated assurances that whatever you're trying to do

won't work.