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BUSINESS



Fail Faster, Succeed Sooner with Dr. C: The Academic Entrepreneur Archives Available

October 11th 2018: Failure is Not a Goal: The Failure Life Cycle with Dr. Aaron

Welcome back! Our question is: Have you thought about the psychology of words & how they impact failure and perspective? "What's in a name? That which we call a rose By any other name would smell as sweet." Shakespeare may not quite have it right after all. What we call things does indeed impact our efforts & motivation, as well as our failure & ultimate success. Our guest, Dr. Aaron Glassman, offers a unique angle regarding the process of failure & the failure life cycle, as well as the psychology of words & how they impact our success. Failure is never the goal but may well be

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Featured Guest



Dr. Aaron Glassman

Dr. Glassman is an Assistant Professor of Management & IT Strategy in the College of Business at Embry-Riddle Aeronautical University. He transitioned into academia from the aerospace industry where he was a pilot, entrepreneur, and recognized aviation safety expert.

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