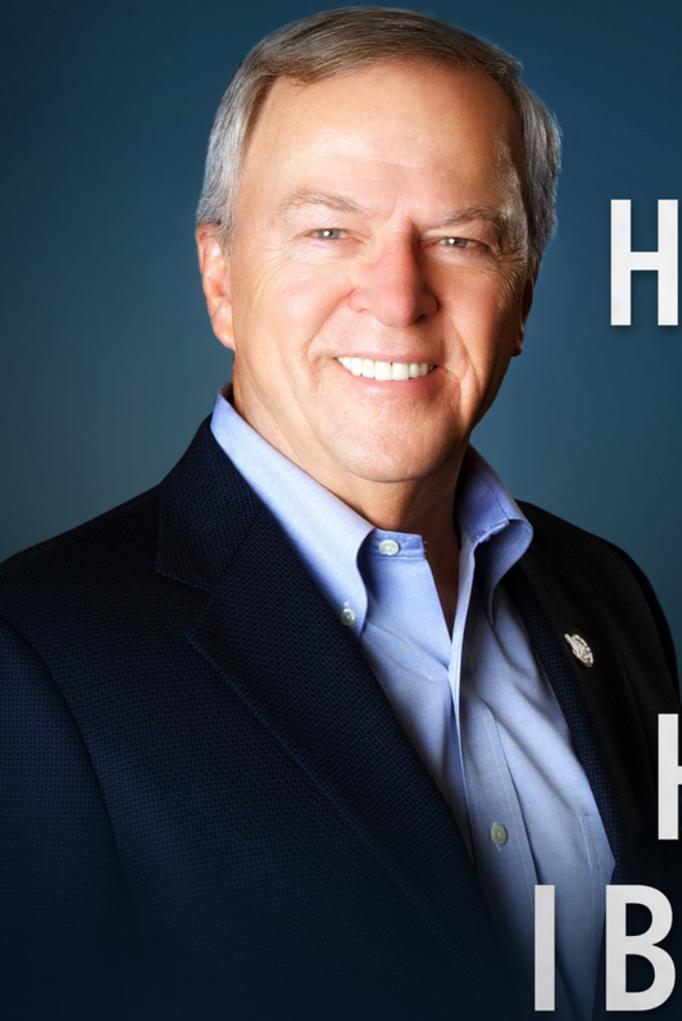


“Filled with stories of funny and heart-wrenching moments... this book is a must-read!”

—JANE SEYMOUR, ACTRESS, AUTHOR, ENTREPRENEUR



# THE HARDER I FALL, THE HIGHER I BOUNCE

Life Lessons from the Entrepreneur  
Dubbed the King of Kiosks  
by *Fortune* Magazine

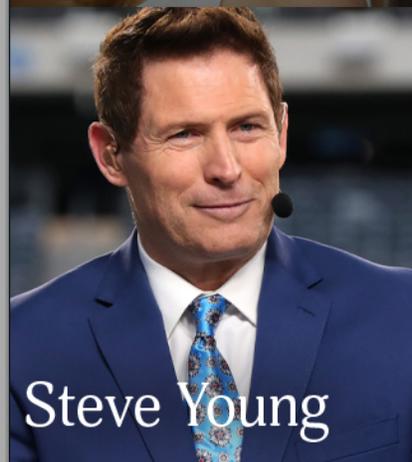
## MAX JAMES

Foreword by the Honorable T. Allan McArtor,  
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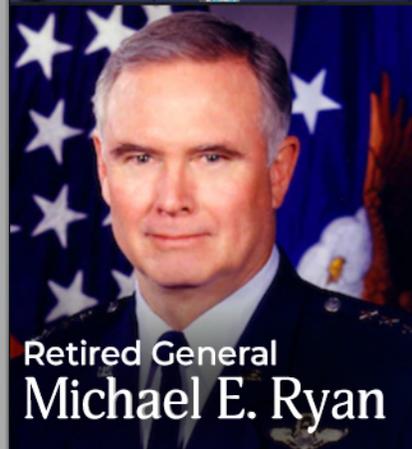
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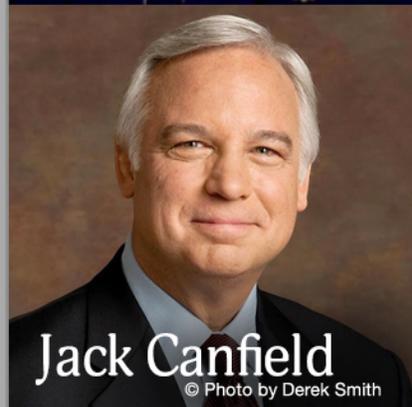
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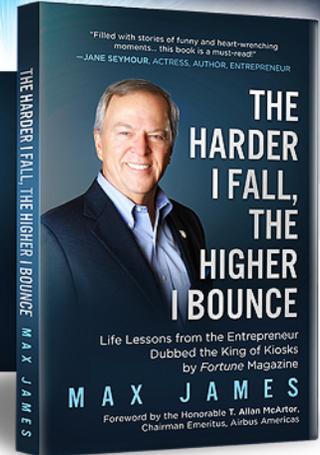
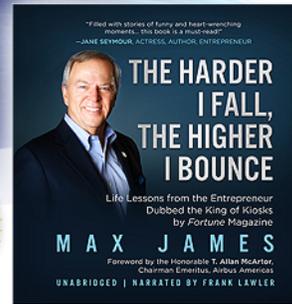
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# Max James

AUTHOR OF **THE HARDER I FALL, THE HIGHER I BOUNCE**



2022 Winner  
Business Motivational



2022 Winner  
Best Business Memoir



2022 Finalist  
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## From Vietnam to The Boardroom

**The Harder I Fall, The Higher I Bounce**, portrays the life-lessons, values and principles an entrepreneur should use to succeed and overcome the adversities of business. Through often humorous and sometimes painful stories, told by an Air Force veteran turned business mogul, Max James delivers insightful business principles and lessons that entrepreneurs can apply to their current mission and goals.

From the farm to a rescue pilot in Vietnam, then refined from entrepreneurial triumphs and failures, **Max lays the foundation for this generation and the next to avoid costly mistakes and instill the character principles he lives by.** Whether looking for the next business adventure, or looking to innovate, the stories enclosed will serve as your north star.



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**Max James** is an American author and entrepreneur, best known for founding The American Kiosk Management Corporation.

He is the author of **The Harder I Fall, The Higher I Bounce**, a business memoir for today's entrepreneur.

**Max is the recipient of the United States Air Force Academy's Distinguished Graduate Award**



For media appearances, interviews and signed copies, or for Max to speak at your next event, call 702-250-0384 or email: [maxjamesauthor@gmail.com](mailto:maxjamesauthor@gmail.com)

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# What are people saying about Max James' *The Harder I Fall, The Higher I Bounce*?

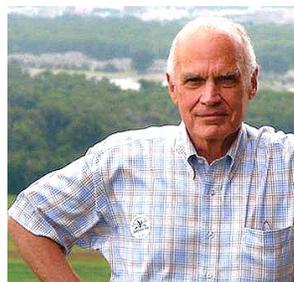
"You don't have to learn all the lessons by yourself. *The Harder I Fall, The Higher I Bounce* will help you **take your life and your companies and entrepreneurial ventures to the next level.**"



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## Harry Pearce

Former Vice Chairman of General Motors (Retired)



Filled with stories of funny and heart-wrenching moments...this book is a must-read!"

## Jane Seymour

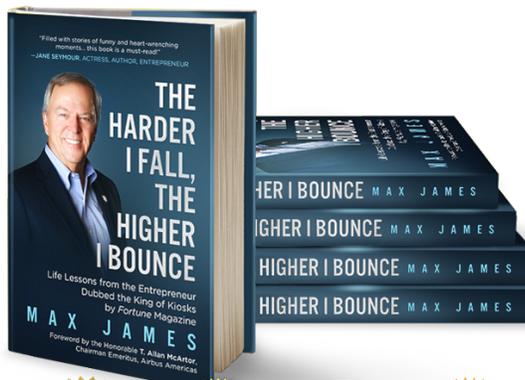
Actress. Author. Entrepreneur.

"I love how Max demonstrates the rewards of overcoming seemingly impossible obstacles. He fought through tremendous disappointments to succeed not only in business but also to become a world-class philanthropist. He is an MVP in the entrepreneurial arena."



## Steve Young

NFL analyst for ESPN  
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