



Ready, Fire, Aim: How I Turned a Hobby Into an Empire (Hardback)

By Melissa Carbone

BENBELLA BOOKS, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. Entrepreneur Melissa Carbone scares people for a living-and she does it so well, she has her market cornered. Melissa Carbone s company, Ten Thirty One Productions, creates immersive horror experiences with life-like monsters and magic and other frights. More than 500,000 guests have attended her attractions and they show no sign of slowing down. But it wasn t always this way-an activist and lifelong horror fan, Melissa built her brand from the ground up, and in order to do that, she had to surmount her number-one obstacle: fear of failure. Known for securing one of the largest investments in the history of the show from Mark Cuban on ABC s Shark Tank, Melissa lives by the philosophy that it s important to dream epically and have the guts to jump for it. And success has followed. Collaborations and relationships with iconic industry and political leaders like Live Nation, Legendary Pictures, and the White House are just a small piece of the story. In Ready, Fire, Aim: How I Turned a Hobby Into an Empire, Carbone shares her philosophy of embracing all the shots that hit-and the...



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