

## THE SECOND BOUNCE OF THE BALL COHEN RONALD%0A

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The Second Bounce of the Ball: Turning Risk into Opportunity is a non-fiction book about entrepreneurship, written by Sir Ronald Cohen and first published in 2007 by Weidenfield & Nicholson, London.

[Ronald Cohen \(Author of The Second Bounce of the Ball\)](#)

Ronald Cohen is the author of The Second Bounce of the Ball (4.16 avg rating, 133 ratings, 5 reviews, published 2007), The Kamuri Of Bornu (4.33 avg rati

[The Second Bounce of the Ball: Turning Risk Into Opportunity](#)

The Second Bounce of the Ball: Turning Risk Into Opportunity Posted on Feb 23, 2019 - 01:43 AM in Uncategorized author: Ronald Cohen The Second Bounce of the Ball Turning Risk Into Opportunity In this ground breaking book Sir Ronald Cohen uses his expertise to rethink attitudes to risk in business encouraging and advising the potential entrepreneur on Cohen's own experiences and approach

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Cohen cites many examples of this, the most famous being Bill Gates' infamous recognition following the personal computing breakthrough that the second bounce of the technology ball would be in software, as opposed to hardware. By anticipating this, Gates knew that gaining software market share was the key to future success, resulting in his key strategic decision to give away his operating

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In business, everyone can see the first bounce of the ball. It is the second bounce that is uncertain. Ronald Cohen, one of the world's leading private-equity investors, argues that the entrepreneur's aim is to take advantage of that uncertainty: for it is only in situations of uncertainty that

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Unfortunately, 'The Second Bounce of the Ball' doesn't work on two levels: I found little of value in its rather hackneyed insights and metaphors, and as a personal tale it lacks engagement and excitement. I find this all the more disappointing because of Sir Ronald Cohen's stature and achievements.

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The first book by Ronald Cohen, who as founder and chairman of the Apax Group is hugely influential in the business community. Start-up companies advised by Apax include many household names including Virgin Radio, Yellow Pages, Waterstone's and AOL. Provides guidance about how to take advantage of

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**Sir Ronald Cohen (Part One)**

SIR RONALD COHEN LECTURE - 'Capturing the Second Bounce of The Ball' talk Turning Risk into Opportunity. The event is under Chatham House Rules. Filmed on the 10th March 2010.

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*Then and Now: New Examinations of the Sixties* in the United States in the second half of the 20th century. Throughout the book Andrew attempts to construct a parallel between the right and left the YAF is the Students for a Democratic Society of the right.