

ALPESH H. PATEL

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TESTED

A TRUE STORY

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THE DREAM IS FREE, BUT THE  
**HUSTLE**  
COMES AT A COST

## A TRUE STORY

From the African bush to the streets of London, from the souks of Tangier and the concrete jungle of Hong Kong to the bling of Dubai and back to mother Africa; this is a riveting true story of what happens when an entrepreneur tries, tries and tries and fails more times than he succeeds. A soul searching narrative full of highs and lows, culminating in the creation of a pan-African consumer brand that eventually is sold to a multibillion-dollar company.

This is not a rags to riches story. Alpesh is living proof that in life we lose more times than we win. He talks about the dark side of entrepreneurship and the challenges of maintaining the human spirit to keep going no matter what. His journey confirms to us that our lives only *really* begin once we step outside of our comfort zone.

If you are looking to quietly tiptoe through life and hope to reach the grave safely then this book may not help you! However, if you are looking to thrive regardless of what life throws at you and keep getting stronger and wiser in the process, then this book will help you on your journey.

THIS IS A MEMOIR OF A SOUL **TESTED**

**“BEATEN AND BLOODIED, PATEL IS AS RUGGED AS THE AFRICAN BUSH HE WAS IN BORN IN”**

FORBES, 2014

**“BRAVE, BOLD AND INNOVATIVE.  
ALPESH PATEL = VISIONARY  
ENTREPRENEUR”**

**Robin Sharma,**  
Global best-selling author and  
founder of the Titan Academy

**“THIS IS A MUST-READ FOR ASPIRING  
ENTREPRENEURS, INNOVATORS,  
START-UPS, AND EVERYDAY PEOPLE OUT  
THERE WHO FACE THE DAILY FRUSTRATIONS  
OF DEALING WITH THE STATUS QUO”**

**N. Regisford, Leadership 2020**

**“TALENT HITS A TARGET NO ONE CAN HIT.  
A RUCKUS MAKER HITS A TARGET NO ONE  
CAN SEE. ALPESH IS ONE SUCH RUCKUS MAKER”**

**Dr. James E. Rouse,**  
human performance expert

[www.peshmode.com](http://www.peshmode.com)

ISBN 978-0-9955969-9-3



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