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WITHOUT RISK THERE'S NO REWARD

The true story of one man's journey to entrepreneurship success

By Claire Sanborn

Newport Beach, Calif. – August 28, 2009 – One of the nation's major multi-family housing developers, Robert Mayer, published his long awaited book entitled, **Without Risk There's No Reward**. This book offers readers an unparalleled experience into the tales, trials and truisms faced by a pioneering Southern California developer.

Without Risk There's No Reward is assembled identical to a high rise building, beginning from scratch and erecting a foundation that will support the way to the top. Starting out as a construction worker earning \$1 an hour, Mayer understands the persistence and motivation it takes to reach financial success. Imbedded into each story is the underlying theme of risk, a principle that is both highly accepted and executed by the entrepreneur. "Risk is simply a four letter way of spelling opportunity," states Mayer.

With photographs and never before told stories, **Without Risk There's No Reward** offers a story for everyone. After reading this book you will be taken back by the journey Mayer experienced, and inspired to embark on your own entrepreneurial dreams.

*For more information contact Ashley Mayer at Ashley@mayercorp.com. **Without Risk There's No Reward** can be found online at www.amazon.com.*