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**BUSINESS STRATEGIST JOHN R KERRY RELEASES NEW BOOK “RISE | WIN | LOSE”**

**NEW ORLEANS, LA – July 22, 2025** – Entrepreneur, business strategist and “Turnaround King” John R Kerry has officially released his highly anticipated book, RISE | WIN | LOSE: Overcoming Instability & Manifesting Opulence, available now on Amazon or [www.RiseWinLose.com](http://www.RiseWinLose.com).

In a business world where uncertainty is the only constant, RISE | WIN | LOSE delivers an unapologetically real guide for entrepreneurs and leaders ready to turn instability into opportunity. Through raw insights, practical strategies, and a mindset rooted in authenticity and resilience, Kerry lays out a blueprint for thriving in today’s ever-changing landscape.

“This book isn’t about avoiding failure,” says Kerry. “It’s about embracing every part of the journey, the wins, the losses but most importantly, understanding that the process we go through as entrepreneurs, that is where the character building takes place.”

Whether you're launching a startup, scaling a company, or facing the weight of leadership, RISE | WIN | LOSE offers a transformative roadmap for overcoming self-doubt, building mental fortitude, and attracting opulence—financial, emotional, and spiritual.

John R Kerry, founder of Xstrataflo (est. 2011), is known for his work in reviving businesses and organizations on the brink. With over a decade of experience guiding entrepreneurs through turbulent waters, Kerry brings his signature no-nonsense approach to this powerful new work.

**About the Author:**

John R Kerry, an Army Veteran and an Alumni of Nicholls State University, is a business strategist in the New Orleans region, and founder of Xstrataflo, a consulting firm launched in 2011. Known as the "Turnaround King," Kerry has dedicated his career to helping entrepreneurs, executives, and organizations reinvent themselves in the face of adversity. His signature approach blends strategic insight with a commitment to purpose and personal growth.

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