



Standing Up For What's Right To Achieve The American Dream

"Tenacity"
by Ron Coury

(NAPS)—Imagine a boxer in the fight of his life. He's hit again and again—sometimes even falls down—but he gets back up and keeps punching. Ron Coury is a prizefighter in the Las Vegas business world. Coury has met each blow with persistence and determination. His mantra to never give up has enabled him to overcome his opponents and thrive in his endeavors. It also would eventually give him the power to survive the ultimate fight for his life.



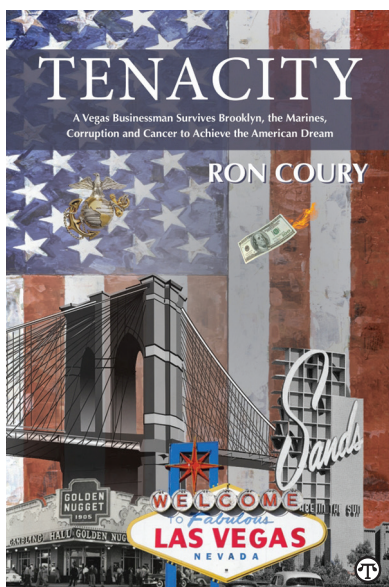
In his inspiring memoir, "Tenacity," Coury chronicles how his values of courage, justice, perseverance and determination to conquer unjust barriers enabled him to succeed in business and in life.

Growing up in a tight-knit, tough neighborhood in Brooklyn, Coury learned to never run from adversity. When he was young, a neighborhood fight made a lifelong impression. It "helped mold me into a defender of right, an opponent of bullies and someone who understood the challenge of going against the odds, as long as what I was fighting for was something I believed in."

At 19, Coury enlisted in the U.S. Marine Corps and learned a way of living and tenacity of spirit that have sustained him through life. "I've found through personal experience that success in business requires many skills and talents, but none more essential than the core belief of the Marine Corps: 'Failure is not an option!'"

With this fundamental belief system, Coury had the confidence to pursue intriguing business ventures. Coury sees himself as a "niche finder," devoted to establishing businesses that would fulfill public needs. He owned eight businesses in and around Las Vegas by the time he was 35.

In "Tenacity," Coury paints a picture of Sin City during the late twentieth century. The glitz and glamour of The Strip camouflaged an underbelly of lawlessness and corruption. But as Marine Corps training had taught him, he would not be bullied into submis-



sion. The fighter in Coury was ready for the bouts to begin.

The biggest threat to Coury's livelihood came when he was bogusly arrested for kidnapping, extortion and coercion. He'd interrogated an employee caught stealing but a corrupt police detective and district attorney pursued charges against him. After a grueling trial, his dedication to truth prevailed, and the case was dismissed.

Then in 2005, at the height of his success, Coury was diagnosed with aggressive esophageal cancer. With the odds once again stacked against him—the survival rate at only 8 percent—Coury promised himself he would fight or die trying.

This memoir provides evidence of what a person can achieve through courage, resolve, and the will to overcome obstacles. Coury's life experiences are a testament to reaching for, and grasping, the American Dream.

"I was prepared to ensure that right prevailed over wrong, bullies were defeated, and justice was served. That's what this book is about—the determination to overcome any unjust obstacles that may stand in the way of one's dreams. In a word: tenacity."

You can purchase "Tenacity" at <https://amzn.to/35lFWy9>.

• *BookBites is a continuing series bringing readers information and ideas for their next read. For more reading ideas, visit BookTrib.com and subscribe to the weekly newsletter.*