

Passionpreneur Publishing announces the global release of The Second Arrow

The inspiring book by Anthony Joseph is now available via major players in the global book distribution field



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You may not control the first arrow,
but you can learn to stop firing the
second.

-ANTHONY JOSEPH

THE **SECOND** ARROW

The Root Cause of Suffering, and
How to **Stop Firing It Yourself**

Dubai, United Arab Emirates Sep 24, 2026 ([Issuewire.com](https://www.issuewire.com)) - Passionpreneur Publishing has announced the release of **The Second Arrow** by *Anthony Joseph* via the publishing industry's largest global book distribution networks. The book is anticipated to have an inspiring and profound effect on its target audience.

You can't always stop the first arrow, but you can learn to stop firing the second.

The Second Arrow is a practical, deeply reflective guide to understanding why pain becomes suffering, and how much of that suffering is intensified by our own minds.

Drawing on the Buddhist parable of the two arrows, modern psychology, Stoic philosophy, and the author's personal story of rebuilding after depression, professional collapse, and financial hardship, this book shows you how to:

- Recognize rumination and separate fact from story
- Widen the space between stimulus and response
- Stop turning difficult events into permanent verdicts about your worth
- Build emotional resilience, healthier relationships, and stronger ambition
- Live a life shaped less by reactivity and more by chosen response

Rather than promising a pain-free life, The Second Arrow offers a more realistic and empowering shift: you may not control what happens to you, but you can change how you meet it.

Through vivid examples and chapter reflections, the book moves from diagnosis to practice to transformation, helping you break cycles of self-criticism, quiet the inner judge, and respond to life with clarity instead of panic.

If you're ready to stop turning setbacks into sentences, and start responding with intention, this book is for you.

The book is now available to inspire readers across the globe through the IngramSpark distribution network and other affiliates which will cover print-on-demand across the UK, Europe, USA, Australia, New Zealand and the Middle East. The e-book is available in 25+ online bookstores like Amazon, Kindle, Barnes & Nobles and Apple Books in the Middle East.

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About The Author:

Anthony Joseph - known as AJ - is the founder of Disruptive Real Estate and one of Dubai's most awarded real estate professionals, with AED 9.55 billion (USD 2.6 billion) in closed sales.

He arrived in Dubai in 2014 with a few hundred dollars. Today he is the founder of Disruptive Real Estate and Anthony Joseph Consultancy, and runs ventures spanning development, holiday homes, and interior design across the UAE and Lebanon.

He was named best broker by Emaar, Dubai Holdings, Jumeirah Golf Estate and other major developers every year from 2018 to 2023. His work has been featured in Forbes, Khaleej Times, and Disrupt Magazine.

AJ hosts the Dubai Stars Podcast, where he interviews the founders, investors and operators shaping the region. He is the author of two Amazon bestsellers, Take Charge and Take Action.

About Passionpreneur Publishing:

An indie publisher, [Passionpreneur Publishing](#), successfully helps entrepreneurs and professional experts become International Authors in as little as 90 days.

[Passionpreneur Publishing](#) specialises in transformational books, including business, self-help, personal growth and spiritual titles, in order to help authors share their messages and gain credibility in their chosen fields.

[Passionpreneur Publishing](#) boasts an all-star board of advisors from across the globe covering a wide spectrum of expertise around the books, publishing and media industry to ensure the application of global best-practice in every service offered and providing a worldwide network of some of the world's top thought leaders.



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