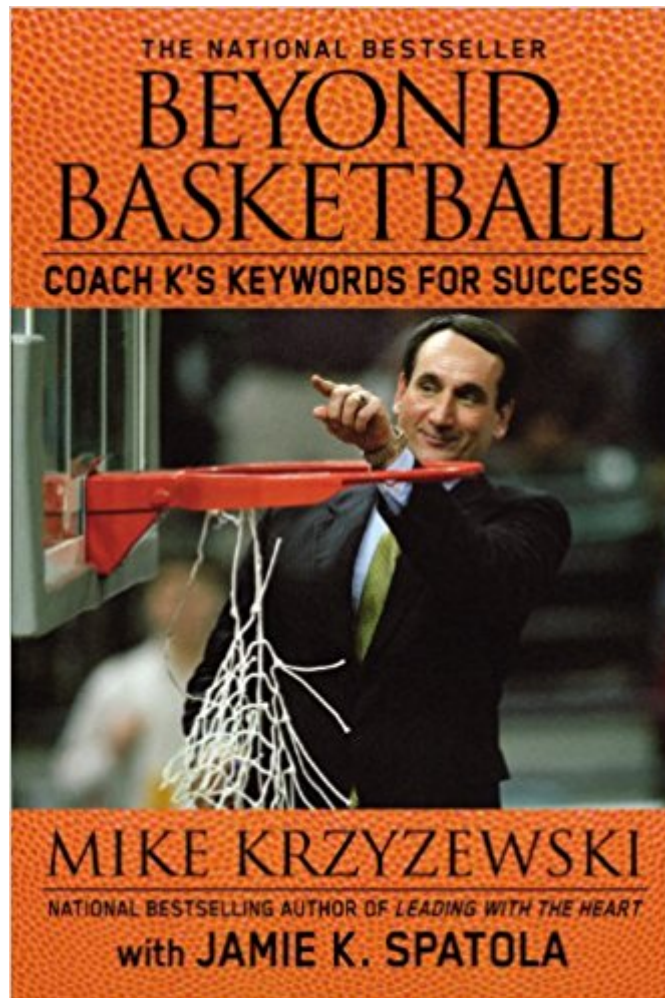




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# Beyond Basketball: Coach K's Keywords For Success



## Synopsis

The Duke University men's basketball team has served as the gold standard in college athletics for well over two decades - and that's all because of the extraordinary impact of Mike Krzyzewski, the highly-respected coach of the Duke squad. Coach K's reputation as a teacher of young men has transcended his extraordinary success as a coach. The Duke team is always ranked at the top of the college game, year in and year out, but what's truly remarkable about Coach K are his players and the legacy they leave behind: Grant Hill, Shane Battier, Elton Brand, Bobby Hurley, and on and on -- these are not just great basketball players, but individuals who have become true leaders in American society, all thanks in large part to Coach K's leadership. So how does Coach K do it? In this new book, he reveals his tips, advice, and time-tested guidance on how he coaches and educates his players about life beyond the basketball court.

## Book Information

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## Customer Reviews

In addition to winning numerous NCAA championships and Coach of the Year awards, Coach K has also been selected to coach the USA men's basketball team at the Summer Olympics in 2008.

By one of the best college coaches of all time, these lessons are valuable additions to Coach K's other teachings on basketball and life. He's so wise and articulate in these matters that few listeners will pay much attention to his speaking style, which tends to be flat, whether he's reading or speaking extemporaneously. The essays are organized around 40 words or phrases such as commitment, dependability, selflessness, and trust. Though they may sound like overused

principles, in Coach K's hands they take on a vibrancy and credibility that is seldom matched in other audios on success. With priceless examples from the worlds of college and professional sports, this is an essential lesson for anyone who influences young people. T.W. 2007 Audies Award Finalist Â© AudioFile 2007, Portland, Maine-- Copyright Â© AudioFile, Portland, Maine --This text refers to an out of print or unavailable edition of this title.

Coach K knows more than what it takes to win on the court. He also knows the power of publicity and the critical role it plays in the success of all players -- regardless of the game. Leadership, accountability, responsibility, and academics are all factors in success -- regardless of what game we play in life. Individuals in various businesses may define success differently. But one fact remains the same: If we want people to value our skills, we must first show that we value ourselves. If we want people to buy from us, trust us and invest in our companies, or even to vote for us, they have to know who we are, what we have accomplished, and why they should believe in us! Thanks Coach K for reminding folks that success means more than scoring a basket -- it is a life strategy. (Marion E. Gold is author of "Personal Publicity Planner: A Guide to Marketing YOU," and "Top Cops: Profiles of Women in Command.")

Great Book! Lessons for leaders on how to manage people, deal with stressful situations and create an atmosphere of success! Coach K's success is unparalleled and this book is a really great break down of all the lessons he's learned as well as ways to apply to many different areas of life, not just Coaching!!

I have post its all around my office of quotes from this book and the lessons are ones I come back to time and again both as a basketball coach and as a young man working my way through life. This is a must read for everyone who understands there is more to life than money and fame.

Read by Coack K himself, expalins the word, meaning and provides personal examples of it. I've read some of Wooden's books as well as other inspirational books and this one ranks towards the top. I prefer the audio since I'm a slow reader and I can listen to it when I drive to work. It's almost like you are in a personal interview with coach K.

Fantastic purchase and the product was perfect!

My all time favorite book about teamwork and wisdom from Coach K.

A great book, even if you're not a Duke fan! A perfect choice for busy people because it can be read a few minutes a day (or in one sitting if you're so inclined). Each short chapter describes a word which is important to success, not just on the basketball court, but in any endeavor. What elevates the book above the ordinary are the real-life situations and examples Coach K uses to illustrate each point. Makes a great choice as a gift with a personal touch for high school or college graduates.

Not a great Duke fan but loved the book by Coach K's daughter....Great motivator for young adults...

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