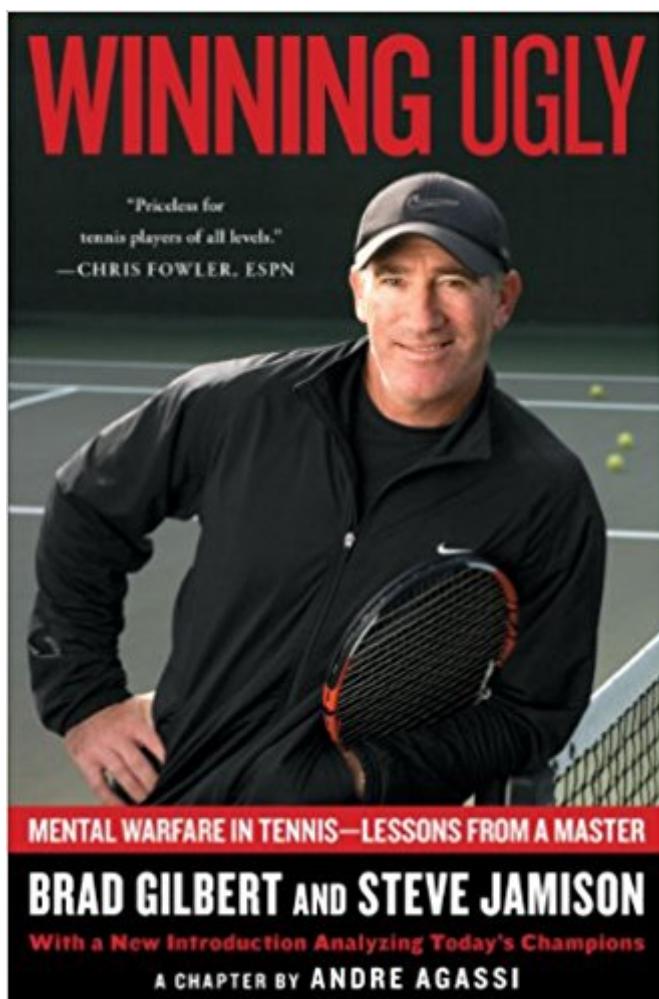


The book was found

Winning Ugly: Mental Warfare In Tennis--Lessons From A Master



Synopsis

The tennis classic from Olympic gold medalist and ESPN analyst Brad Gilbert, now featuring a new introduction with tips drawn from the strategies of Roger Federer, Novak Djokovic, Serena Williams, Andy Murray, and more, to help you outthink and outplay your toughest opponents. A former Olympic medalist and now one of ESPN's most respected analysts, Brad Gilbert shares his timeless tricks and tips, including "some real gems" (Tennis magazine) to help both recreational and professional players improve their game. In the new introduction to this third edition, Gilbert uses his inside access to analyze current stars such as Serena Williams and Rafael Nadal, showing readers how to beat better players without playing better tennis. Written with clarity and wit, this classic combat manual for the tennis court has become the bible of tennis instruction books for countless players worldwide.

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Customer Reviews

"Winning Ugly explains Brad's formula for a winning tennis game. He understands the mental part of tennis better than anyone I have ever met. Brad helped me improve my game and I believe he can improve yours." (Andre Agassi)"Priceless for tennis players of all levels." (Chris Fowler, ESPN)"Winning Ugly is great. These are pro tactics that will improve a recreational player's game fast. Winning Ugly teaches how to play better tennis and is very entertaining." (Pete Sampras)"Winning Ugly is a totally new approach to getting more out of your tennis game. I wish it had been around when I was learning how to play." (Jim Courier)

Brad Gilbert is considered by experts to be among the world's foremost tennis analysts. A former "Giant Killer" on the ATP Tour, his acute observations are now heard worldwide on ESPN. A Gilbert has coached Andre Agassi, Andy Roddick, and Andy Murray among others. He lives in San Rafael, California, with his wife, Kim, and three children, Zach, Julian, and Zoe. Visit his website at BradGilbertTennis.com. Steve Jamison collaborated with legendary UCLA coach John Wooden on the national bestseller *Wooden on Leadership*. He lives in San Francisco, California. Visit his website at SteveJamison.com.

Loved it! Brad Gilbert have a really analytic way of looking at tennis, which make it easy to implement his strategies. His mantra is "always observe and analyse". Some of the quotes that helped me with my game was these:"Develop your powers of observation and analyse and then use the information, and your chances of winning will go up by 20 percent or more." "The Game Plan: This process of review will lead me right into the equally important process of planning my strategy; 1. What do I want to make happen? 2. What do I want to prevent from happening?" "Most recreational players watch a match like they're looking at somebody play Nintendo at a video arcade. They just stare. I'd watch a match like I was studying for a history test." About John McEnroe: "He was a very smart and observant tennis player. He was always aware of the dynamics of the match and was looking for ways to exploit your weaknesses."

Completely entertaining and though provoking. Brad presents himself as the ultimate underdog, and explains how he overcame his weaknesses to become a very successful player. His explanations are easy to follow, and make sense to the 'everyday' player. I find myself using his suggestions every time I play.

OMG, this book has changed my tennis life. Someone recommended it to me, and I read it, and there is so much content in this book on the mentality of tennis, that it has significantly made a difference in my game play, attitude, how I approach each practice/match before even stepping on the clay! A MUST READ FOR ALL!!!! Beginners AND Experienced alike.

I'm a tops level 3.5 club player and i'm totally convinced that game at our level is 30% about technical skills and 70% mental strength, ability to analyze and applying your strategy accordingly. I find the approach very similar to poker. Just like the saying, "it's not a card game played by people, it's a people game played by cards", should be converted to tennis "it's not a ball and racket game

played by skills, it's mind and psych game can be played by decent set of skills" What Brad is telling here, is maybe much more hardwork to the mind than it is to your body. But if you can develop this level of ability to think during matches, than this can bring out a tennis genious out of a very average player. Very much appreciated, priceless.

Helpful as Can Be Brad Gilbert is a well-known player and commentator among tennis fans. While he is often made fun of for comparing tennis to just about every sport, many consider Gilbert one of the most knowledgeable people when it comes to tennis tactics and concepts. This is especially evident in his book "Winning Ugly." The title more or less sums up the main principle of the book: how to win efficiently, even if you're not on your game. He gives great tips on what to do in certain situations. For instance, I learned a lot about how to calm myself down during a big point. Gilbert states "So when you go out on the court and you feel that pre-match tightness, remember my four nerve busters: 1. Breathe like you've got asthma, 2. Get happy feet, 3. Read the label, 4. Sing a song" (Gilbert 51). After trying out the aforementioned tactics, I can honestly say that pressure on a tennis court is no longer an issue for me. Tips like these are given throughout the book, and almost all lead to immediate results. I would rate this book 4 stars out of 5. If you're a tennis player, this book is a MUST READ. It will do wonders to your game, and, while the book is geared for a "club player," it translates into every level up to the pros. It gives you such an advantage before the match even starts, as Gilbert helps change the way you approach each game. Rather than looking at the entire match, he dissects every point and its significance to the match. Before you know it, 30-15 points are going to feel like 40-0. IF YOUR ARE NOT A TENNIS PLAYER, DO NOT GET THIS BOOK. It will be a huge waste of your money and time.

I am so glad this book is back in print! I loaned my previous copy to a tennis student of mine years ago and never got it back. I am going to buy a "team set" and share them with my future high school players and assistant coaches!

After first reading "The Inner Game of Tennis" by Gallwey and "Best Tennis of Your Life" by Greenwald (both excellent books!) I had higher expectations for this book which weren't met. It read more like a memoir of Brad's years of playing than a book to sharpen your mental game. We aren't going to be playing McEnroe so all the focus on playing him, for example, isn't relevant to people

playing the club/USTA circuit.

Not bad. Gilbert gives some good tips and advice, and advise on how to model some of the top pros from at the time the book was written. My problem with this book is that Gilbert writes it as if he had no natural talent at all and was just better at scouting people and breaking down their films and tendencies. While that may be true (after all he went on to be a great coach and now analyst), I find it difficult to apply some of his suggestions. I am an enthusiastic and competitive club player. Some of the strategies he recommends would require me to quit my job to scout out other club players. Obviously, he had to have way above average athletic ability, and had to have practiced tens of thousands of hours to get to the level he was at. Overall I liked reading the book, I just found some of his advice to be impractical for club players.

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