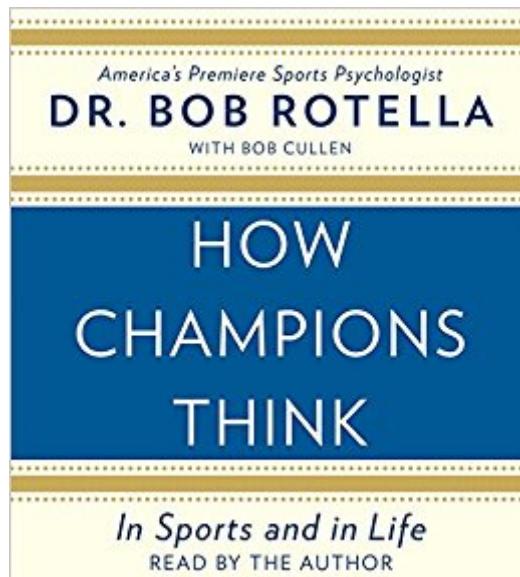


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# How Champions Think



## Synopsis

America's preeminent sports psychologist delivers a groundbreaking guide to success in all aspects of life—not just sports—from business to relationships to personal challenges of every variety. Acclaimed sports psychologist Bob Rotella has advised everyone from professional golfers to NBA superstars to business executives on how to flourish under pressure and overcome challenges. Now, for the first time, he's distilled his decades of in-depth research and practical experience into a potential-unlocking guide for everyone. This exciting book is not a collection of Rotella's theories; it consists of performance principles that have proven themselves in countless competitive situations, in arenas from which only the strongest minds emerge triumphant. It's a book full of insights that you can learn and use the next morning—in the office, the classroom, or wherever your quest takes you—but not in abstractions, but through case studies and stories drawn from Rotella's years teaching sports psychology, counseling athletes, and consulting for Fortune 500 companies. It explores how to keep the mind from holding you back, whatever your physical gifts or other talents. It's about how to make a commitment, how to persevere, how to deal with failure—and how to train your mind to create a self-image that promotes confidence and accomplishment. Any successful life starts with how you see yourself. And with these pearls of wisdom from the nation's preeminent sports psychologist, you can learn to achieve the success of your dreams.

## Book Information

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## Customer Reviews

"Having counseled such sports stars as LeBron James and PGA great Hal Sutton, sports psychologist Rotella extends his sports-centric guidance to those seeking to enhance their everyday acumen through the power of focused positive thinking." A solid motivational text for the sports-minded and those interested in the bridging of athletics and exceptionalism.

• Kirkus Reviews "Intriguing and persuasive." Though Rotella's primary concern here is with the very successful, "ordinary" people should also find useful tips here for smoothly handling life's challenges and opportunities.

• Publishers Weekly "The author is, unquestionably, the premier mental coach for golf, having worked with Darren Clarke and Keegan Bradley as well as athletes in other sports, along with business executives." What makes golf an interesting metaphor is that even the truly luminary succeed, but only a fraction of the time. Rotella emphasizes the importance of goals-setting and the discipline that is required to achieve those aims.

[How Champions Think is] so good that this reviewer has recommended it to all, golfers and non-golfers alike.

• Library Journal (starred review) "Rotella's philosophy is astonishingly simple . . . [and] probably owes more to Vince Lombardi than it does to Sigmund Freud. . . . Rotella has counseled a dozen athletic teams and organizations (the New Jersey Nets, for one), the employees of some twenty corporations • among them Merrill Lynch, General Electric, and Time Warner • and assorted individuals, including a tennis champion trying to make a comeback and a musician with a bad case of stage fright. . . . Though Rotella's tips are undeniably useful, they cannot account for his success rate, which is phenomenal.

• The New York Times "Straightforward and simple...Do the math. Read Rotella."

Dr. Bob Rotella was the director of sports psychology for twenty years at the University of Virginia, where his reputation grew as the person champions talked to about the mental aspects of their game. His client list includes Hall of Fame golfers like Pat Bradley, Tom Kite, and Nick Price as well as stars of the present, such as Darren Clarke, Keegan Bradley, Padraig Harrington, Graeme McDowell, Mark Wilson, and Rory McIlroy. A writer for and consultant to Golf Digest, he lives in Virginia with his wife, Darlene.

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Digest, he lives in Virginia with his wife, Darlene.

Young athletes should read this book. Its primary story base is golf but the principals really do apply to any sport. Dr. Rosella has nailed it in this book. Get the mind set and let your natural abilities takeover.

Great book for anyone looking to push themselves to the next level. This book breaks down all aspects of your mind and gives the reader an excellent base of thinking like a winner.

Whether you are a golfer or not, this book has some great insight into the mindset of how to be successful. It really digs into how successful people stay focused and determined.

An inspirational book. I was encouraged about my work by reading this book.

If you have read one, you have read them all! I always enjoy the anecdotes.

I would recommend this book as it really breaks down how the mind works at its most basic levels. Outstanding

like the book and the important message is commitment no matter what the obstacle. good steps and outlines to make a person's life better. well written. thanks

Best book on sports and mindset I've ever read. Rotella clearly understands athletics first hand and it shows in his examples and writings.

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