

Bill Walsh Finding The Winning Edge

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The Score Takes Care of Itself

My Philosophy of Leadership *Penguin*

The last lecture on leadership by the NFL's greatest coach: Bill Walsh Bill Walsh is a towering figure in the history of the NFL. His advanced leadership transformed the San Francisco 49ers from the worst franchise in sports to a legendary dynasty. In the process, he changed the way football is played. Prior to his death, Walsh granted a series of exclusive interviews to bestselling author Steve Jamison. These became his ultimate lecture on leadership. Additional insights and perspective are provided by Hall of Fame quarterback Joe Montana and others. Bill Walsh taught that the requirements of successful leadership are the same whether you run an NFL franchise, a fortune 500

company, or a hardware store with 12 employees. These final words of 'wisdom by Walsh' will inspire, inform, and enlighten leaders in all professions.

Finding the Winning Edge *Sports Pub*

The head coach of the San Francisco 49ers outlines the successful strategies he used to transform the team from an organization in disarray to a team renowned for its excellence

Gridiron Genius

A Master Class in Building Teams and Winning at the Highest Level *Crown*

Former NFL general manager and three-time Super Bowl winner Michael Lombardi reveals what makes football organizations tick at the championship level. From personnel to practice to game-day decisions that win titles, Lombardi shares what he learned working with coaching legends Bill Walsh of the 49ers, Al Davis of the Raiders, and Bill Belichick of the Patriots, among others, during his three decades in football. Why do some NFL franchises dominate year after year while others can never crack the code of success? For 30 years Michael Lombardi had a front-row seat and full access as three titans--Bill Walsh, Al Davis, and Bill Belichick--reinvented the game, turning it into a national obsession while piling up Super Bowl trophies. Now, in Gridiron Genius, Lombardi provides the blueprint that makes a successful organization click and win--and the mistakes unsuccessful organizations make that keep them on the losing side time and again. In reality, very few coaches understand the philosophies, attention to detail, and massive commitment that defined NFL juggernauts like the 49ers and the Patriots. The best organizations are not just employing players, they are building something bigger. Gridiron Genius will explain how the best leaders evaluate, acquire, and utilize personnel in ways other professional minds, football and otherwise, won't even contemplate. How do you know when to trade a player? How do you create a positive atmosphere when everyone is out to maximize his own paycheck? And why is the tight end like the knight on a chessboard? To some, game planning consists only of designing an attack for the next opponent. But Lombardi explains how the smartest leaders script everything: from an afternoon's special-teams practice to a season's playoff run to a decade-long organizational blueprint. Readers will delight in the Lombardi tour of an NFL weekend, including what really goes on during the game on and off the field and inside the headset. First stop: Belichick's Saturday night staff meeting, where he announces how the game will go the next day. Spoiler alert: He always nails it. Football dynasties are built through massive attention to detail and unwavering commitment. From how to build a team, to how to watch a game, to understanding the essential qualities of great leaders, Gridiron Genius gives football fans the knowledge to be the smartest person in the room every Sunday.

The Genius

How Bill Walsh Reinvented Football and Created an NFL Dynasty *Random House Trade Paperbacks*

The Genius is the gripping account of Bill Walsh's career and how, through tactical and organizational skill, he transformed the San Francisco Forty Niners from a fallen franchise into a football dynasty. Along with his right-hand man John McVay, Walsh built the foundation for this success by drafting or trading for a durable core of stars, including Joe Montana, Fred Dean, and Hacksaw Reynolds. (Walsh would later restock the team with such players as Jerry Rice, Steve Young, and Charles Haley.) The key to Walsh's genius perhaps lay in his keen understanding of his athletes' psyches--he knew what brought out the best in each of them. With unmatched access to players, fellow coaches, executives, beat reporters, and Walsh himself, David Harris recounts the whole story--including Walsh's pre-Niners odyssey, the demons that pushed him throughout his career, and the scope of his impact on the game beyond the field and locker room. In the end, Harris reveals the brilliant man behind the coaching legend.

Building a Champion

On Football and the Making of the 49ers *St Martins Press*

The celebrated coach shares his philosophy of football, profiles players he has coached, and recounts key moments in his career

Guts and Genius

The Story of Three Unlikely Coaches Who Came to Dominate the NFL in the '80s *Grand Central Publishing*

How three football legends -- Bill Walsh, Joe Gibbs, and Bill Parcells -- won eight Super Bowls during the 1980s and changed football forever. Bill Walsh, Joe Gibbs and Bill Parcells dominated what may go down as the greatest decade in pro football history, leading their teams to a combined eight championships and developing some of the most gifted players of all time in the process. Walsh, Gibbs and Parcells developed such NFL stars as Joe Montana, Lawrence Taylor, Jerry Rice, Art Monk and Darrell Green. They resurrected the careers of players like John Riggins, Joe Theismann, Doug Williams, Everson Walls and Hacksaw Reynolds. They did so with a combination of guts and genius, built championship teams in their own likeness, and revolutionized pro football like few others. Their influence is still evident in today's game, with coaches who either worked directly for them or are part of their coaching trees now winning Super Bowls and using strategy the three men devised and perfected. In interviews with more than 150 players, coaches, family members and friends, GUTS AND GENIUS digs into the careers of three men who overcame their own insecurities and doubts to build Hall of Fame legacies that transformed their generation and continue to impact today's NFL.

Yes, I Could Care Less

How to Be a Language Snob Without Being a Jerk *Macmillan*

A lighthearted usage guide shares a latest treasury of language pet peeves and common grammatical mistakes.

Super Bowl Blueprints

Hall of Famers Reveal the Keys to Football's Greatest Dynasties *Triumph Books*

A straight-from-the-source look at how NFL dynasties are built In Super Bowl Blueprints, Hall of Fame

general manager Bill Polian and veteran football scribe Vic Carucci sit down with the architects of the greatest teams of all time, digging into how these dynastic squads did what they did, with more insight and access than any football book in history. Polian, the architect of the Super Bowl XLI-champion Indianapolis Colts, provides a rare glimpse inside the locker rooms, coaches' room, and front offices for the key moments that defined the modern NFL. Whether Polian is discussing variations of the no-huddle with Jim Kelly and Peyton Manning or the culture of the Steel Curtain with Terry Bradshaw and "Mean" Joe Greene or different versions of Bill Walsh's West Coast offense with Mike Holmgren and Steve Young, his command of the game mixed with the perceptions of these legends creates a book like no other. Tom Flores, Ron Wolf, and Mike Haynes debate how Al Davis built the iconic Raiders franchise, while Jimmy Johnson, Jerry Jones, Troy Aikman, and more share how tension and football IQ were married to create the unstoppable Cowboys teams of the '90s. Super Bowl Blueprints tells the story of championship football—how it's attained and what it takes—through the voices of Bill Parcells, Marv Levy, Art Rooney II, Charles Haley, Doug Williams, John Mara, Charley Casserly, Joe Theismann, Harry Carson, Tom Moore, Brian Billick, Frank Reich, Dwight Freeney, Joe Gibbs, Tony Dungy, and many more!

Win Forever

Live, Work, and Play Like a Champion *Penguin*

"I know that I'll be evaluated in Seattle with wins and losses, as that is the nature of my profession for the last thirty-five years. But our record will not be what motivates me. Years ago I was asked, 'Pete, which is better: winning or competing?' My response was instantaneous: 'Competing. . . because it lasts longer.'" Pete Carroll is one of the most successful coaches in football today. As the head coach at USC, he brought the Trojans back to national prominence, amassing a 97-19 record over nine seasons. Now he shares the championship-winning philosophy that led USC to seven straight Pac-10 titles. This same mind-set and culture will shape his program as he returns to the NFL to coach the Seattle Seahawks. Carroll developed his unique coaching style by trial and error over his career. He learned that you get better results by teaching instead of screaming, and by helping players grow as people, not just on the field. He learned that an upbeat, energetic atmosphere in the locker room can coexist with an unstoppable competitive drive. He learned why you should stop worrying about your opponents, why you should always act as if the whole world is watching, and many other contrarian insights. Carroll shows us how the Win Forever philosophy really works, both in NCAA Division I competition and in the NFL. He reveals how his recruiting strategies, training routines, and game-day rituals preserve a team's culture year after year, during championship seasons and disappointing seasons alike. Win Forever is about more than winning football games; it's about maximizing your potential in every aspect of your life. Carroll has taught business leaders facing tough challenges. He has helped troubled kids on the streets of Los Angeles through his foundation A Better LA. His words are true in any situation: "If you want to win forever, always compete."

Tom Landry and Bill Walsh

How Two Coaching Legends Took Championship Football from the Packer Sweep to Brady Vs. Manning *CreateSpace*

The shotgun formation. The West Coast Offense. The 4-3 defense. We expect to see these things when we watch football, but without Tom Landry and Bill Walsh, it's possible we wouldn't see any of that. This is the story of how two independent thinkers molded football in general -- and championship football in particular. And they didn't just change the sport's Xs and Os; they changed its style. The story of their combined influence is unusual because neither man's ideas seriously affected the other's. This story also is the tale of many football greats: Joe Montana, Roger Staubach, Jerry Rice, Tony Dorsett, Ronnie Lott, Bob Lilly, Roger Craig, Ed "Too Tall" Jones and numerous others. What's more, the story of these coaches is one of great opponents: Dan Marino, Fran Tarkenton, Don Shula, Chuck Noll, Mike Ditka and Lawrence Taylor, to name a few. Most of all, this is the story of two icons: Landry, the cerebral, stoic, impeccably-dressed engineer, and Walsh, the creative, professorial, somewhat sensitive artiste. Their greatest moments rank among football's seminal moments. Fittingly, each coach's most famous play was a pass. For Landry, it was the Hail Mary that beat the Vikings in the 1975 playoffs. And for Walsh, it was, of course, The Catch, which came at the expense of the Landry Cowboys. These stories and many others comprise the larger narrative of how these men shaped the game we see today. PRAISE FOR TOM LANDRY AND BILL WALSH FROM GADY EPSTEIN, STAFF WRITER, THE ECONOMIST... Lawson "knows more about those two coaches and their teams than any sane human being does (or should)...trust me when I say John is an entertaining writer...Buy the book!" PRAISE FOR TOM LANDRY AND BILL WALSH FROM CHARLES GAY, DEPUTY MANAGING EDITOR, THE ATLANTA JOURNAL-CONSTITUTION..."TOM LANDRY AND BILL WALSH is a feast for serious NFL fans, tracing the game's dramatic evolution in a deeply intelligent and analytical style. Lawson layers his story with context and detail while never losing sight of the broader theme: innovation. The book manages to do all that while being a damned enjoyable read. If you love pro football, TOM LANDRY AND BILL WALSH is a must for your reading list."

The Catch

One Play, Two Dynasties, and the Game That Changed the NFL *Three Rivers Press*

A behind-the-scenes retelling of the 1982 showdown between the Dallas Cowboys and the San Francisco 49ers explains its relevance to NFL history, drawing on interviews with leading figures to offer insight into the role of similar events on the rise and fall of franchises. Reprint. A best-selling book.

The Education of a Coach *Hachette Books*

More than 6 years after his death David Halberstam remains one of this country's most respected journalists and revered authorities on American life and history in the years since WWII. A Pulitzer Prize-winner for his ground-breaking reporting on the Vietnam War, Halberstam wrote more than 20 books, almost all of them bestsellers. His work has stood the test of time and has become the standard by which all journalists measure themselves. Bill Belichick's thirty-one years in the NFL have been marked by amazing success--most recently with the New England Patriots. In this groundbreaking book, THE EDUCATION OF A COACH, David Halberstam explores the nuances of both the game and the man behind it. He uncovers what makes Bill Belichick tick both on and off the field.

The Obvious *Caboodle*

This book provides a comprehensive look at specifically what it takes to breakthrough your biggest challenges and live your biggest dreams! It gives you the keys for you to make it happen by identifying "The Universal Laws for Business Success." Once you know what they are, you can put them into action to get the results you want. Bill Walsh and Power Team International are dedicated

to giving you the obvious tools (and even the not-so-obvious ones) to expedite your success. He knows firsthand what it takes to overcome challenges and make your business and lifestyle dreams happen. Bill's vision is to provide mentoring opportunities for people like you who are ready for massive success!

Nutrient Power

Heal Your Biochemistry and Heal Your Brain *Skyhorse Publishing, Inc.*

A veteran research scientist who has spent decades establishing biochemical treatment protocols for patients with ADHD, Alzheimer's disease and various mental disorders challenges popular opinions about psychiatric drugs to make recommendations for drug-free nutrient therapies that normalize the brain without producing serious side effects. 15,000 first printing.

The Blind Side: Evolution of a Game *W. W. Norton & Company*

Follows one young man from his impoverished childhood with a crack-addicted mother, through his discovery of the sport of football, to his rise to become one of the most successful, highly-paid players in the NFL.

Above the Line

Lessons in Leadership and Life from a Championship Program *Penguin*

The instant New York Times bestseller Remarkable lessons in leadership and team building from one of the greatest football coaches of our time. Urban Meyer has established himself as one of the elite in the annals of his sport, having lead his players to three national championships. In Above the Line, he offers readers his unparalleled insights into leadership, team building, and the keys to empowering people to achieve things they might never have thought possible. Meyer shares his groundbreaking game plan—the game plan followed every day in the Ohio State Buckeyes’ championship season—for creating a culture of success built on trust and a commitment to a common purpose. Packed with real life examples from Meyer’s storied career, Above the Line delivers wisdom and inspiration for taking control and turning setbacks into victories for a team, a family, or a Fortune 500 company.

Coaching the Multiple West Coast Offense *Coaches Choice Books*

Rough Magic

Bill Walsh's Return to Stanford Football *Harpercollins*

The story of legendary the Bill Walsh--the thoughtful, articulate coach who led the San Francisco 49ers to three Super Bowl wins and was voted coach of the decade in the 80s--portrays the growth of his team and their incredible 1992 season.

The Elephants of Style

A Trunkload of Tips on the Big Issues and Gray Areas of Contemporary American English *McGraw Hill Professional*

Advice on good writing from everybody's favorite editorial curmudgeon Persnickety, cantankerous, opinionated, entertaining, hilarious, wise...these are a few of the adjectives reviewers used to describe good-writing maven Bill Walsh's previous book, Lapsing Into a Comma. Now, picking up where he left off in Lapsing, Walsh addresses the dozen or so biggest issues that every writer or editor must master. He also offers a trunkload of good advice on the many little things that add up to good writing. Featuring all the elements that made Lapsing such a fun read, including Walsh's trademark acerbic wit and fascinating digressions on language and its discontents, The Elephants of Style provides: Tips on how to tame the "elephants of style"--the most important, frequently confused elements of good writing More of Walsh's popular "Curmudgeon's Stylebook"--includes entries such as Snarky Specificity, Metaphors, Near and Far, Actually is the New Like, and other uses and misuses of language Expert advice for writers and editors on how to work together for best results

The Nine Lives of Pakistan: Dispatches from a Precarious State *W. W. Norton & Company*

Winner of the 2021 Overseas Press Club of America Cornelius Ryan Award The former New York Times Pakistan bureau chief paints an arresting, up-close portrait of a fractured country. Declan Walsh is one of the New York Times’s most distinguished international correspondents. His electrifying portrait of Pakistan over a tumultuous decade captures the sweep of this strange, wondrous, and benighted country through the dramatic lives of nine fascinating individuals. On assignment as the country careened between crises, Walsh traveled from the raucous port of Karachi to the salons of Lahore, and from Baluchistan to the mountains of Waziristan. He met a diverse cast of extraordinary Pakistanis—a chieftain readying for war at his desert fort, a retired spy skulking through the borderlands, and a crusading lawyer risking death for her beliefs, among others. Through these “nine lives” he describes a country on the brink—a place of creeping extremism and political chaos, but also personal bravery and dogged idealism that defy easy stereotypes. Unbeknownst to Walsh, however, an intelligence agent was tracking him. Written in the aftermath of Walsh’s abrupt deportation, The Nine Lives of Pakistan concludes with an astonishing encounter with that agent, and his revelations about Pakistan’s powerful security state. Intimate and complex, attuned to the centrifugal forces of history, identity, and faith, The Nine Lives of Pakistan offers an unflinching account of life in a precarious, vital country.

Superbosses

How Exceptional Leaders Master the Flow of Talent *Penguin*

"Superbosses is the rare business book that is chock full of new, useful, and often unexpected ideas. After you read Finkelstein's well-crafted gem, you will never go about leading, evaluating, and developing talent in quite the same way."—Robert Sutton, author of Scaling Up Excellence and The No Asshole Rule “Maybe you’re a decent boss. But are you a superboss? That’s the question you’ll be asking yourself after reading Sydney Finkelstein’s fascinating book. By revealing the secrets of superbosses from finance to fashion and from cooking to comic books, Finkelstein offers a smart, actionable playbook for anyone trying to become a better leader.”—Daniel H. Pink, author of To Sell Is Human and Drive A fascinating exploration of the world’s most effective bosses—and how they motivate, inspire, and enable others to advance their companies and shape entire industries, by the author of How Smart Executives Fail. A must-read for anyone interested in leadership and building an enduring pipeline of talent. What do football coach Bill Walsh, restaurateur Alice Waters, television executive Lorne Michaels, technology CEO Larry Ellison, and fashion pioneer Ralph Lauren have in common? On the surface, not much, other than consistent success in their fields. But below

the surface, they share a common approach to finding, nurturing, leading, and even letting go of great people. The way they deal with talent makes them not merely success stories, not merely organization builders, but what Sydney Finkelstein calls superbosses. After ten years of research and more than two hundred interviews, Finkelstein—an acclaimed professor at Dartmouth’s Tuck School of Business, speaker, and executive coach and consultant—discovered that superbosses exist in nearly every industry. If you study the top fifty leaders in any field, as many as one-third will have once worked for a superboss. While superbosses differ in their personal styles, they all focus on identifying promising newcomers, inspiring their best work, and launching them into highly successful careers—while also expanding their own networks and building stronger companies. Among the practices that distinguish superbosses: They Create Master-Apprentice Relationships. Superbosses customize their coaching to what each protégé really needs, and also are constant founts of practical wisdom. Advertising legend Jay Chiat not only worked closely with each of his employees but would sometimes extend their discussions into the night. They Rely on the Cohort Effect. Superbosses strongly encourage collegiality even as they simultaneously drive internal competition. At Lorne Michaels’s Saturday Night Live, writers and performers are judged by how much of their material actually gets on the air, but they can’t get anything on the air without the support of their coworkers. They Say Good-Bye on Good Terms. Nobody likes it when great employees quit, but superbosses don’t respond with anger or resentment. They know that former direct reports can become highly valuable members of their network, especially as they rise to major new roles elsewhere. Julian Robertson, the billionaire hedge fund manager, continued to work with and invest in his former employees who started their own funds. By sharing the fascinating stories of superbosses and their protégés, Finkelstein explores a phenomenon that never had a name before. And he shows how each of us can emulate the best tactics of superbosses to create our own powerful networks of extraordinary talent.

Slow Getting Up

A Story of NFL Survival from the Bottom of the Pile *Harper Collins*

One man’s odyssey into the brutal hive of the National Football League As an unsigned free agent who rose through the practice squad to the starting lineup of the Denver Broncos, Nate Jackson took the path of thousands of unknowns before him to carve out a professional football career twice as long as the average player. Through his story recounted here—from scouting combines to preseason cuts to byzantine film studies to glorious touchdown catches—even knowledgeable football fans will glean a new, starkly humanized understanding of the NFL’s workweek. Fast-paced, lyrical, dirty, and hilariously unvarnished, Slow Getting Up is an unforgettable look at the real lives of America’s best athletes putting their bodies and minds through hell.

It’s Better to Be Feared: The New England Patriots Dynasty and the Pursuit of Greatness *Liveright Publishing*

“Seth Wickersham has managed to do the impossible: he has pulled off the definitive document of the Belichick/Brady dynasty.” —Bill Simmons, The Ringer The explosive, long-awaited account of the making of the greatest dynasty in football history—from the acclaimed ESPN reporter who has been there from the very beginning. Over two unbelievable decades, the New England Patriots were not only the NFL’s most dominant team, but also—and by far—the most secretive. How did they achieve and sustain greatness—and what were the costs? In It’s Better to Be Feared, Seth Wickersham, one of the country’s finest long form and investigative sportswriters, tells the full, behind-the-scenes story of the Patriots, capturing the brilliance, ambition, and vanity that powered and ultimately unraveled them. Based on hundreds of interviews conducted since 2001, Wickersham’s chronicle is packed with revelations, taking us deep into Bill Belichick’s tactical ingenuity and Tom Brady’s unique mentality while also reporting on their divergent paths in 2020, including Brady’s run to the Super Bowl with the Tampa Bay Buccaneers. Raucous, unvarnished, and definitive, It’s Better to Be Feared is an instant classic of American sportswriting in the tradition of Michael Lewis, David Maraniss, and David Halberstam.

Eating the Dinosaur *Simon and Schuster*

Takes a humorous look at expectations versus reality in pop culture, sports, and media, exploring such topics as pop culture’s obsession with time travel and what Kurt Cobain and David Koresh have in common.

The Big Door Prize *Penguin*

The New York Times bestselling author of My Sunshine Away returns with another instant Southern classic: a gripping and heartfelt novel about a mysterious machine that upends a small Louisiana town, asking us all to wonder if who we truly are is who we truly could be. What would you do if you knew your life’s potential? That’s the question facing the residents of Deerfield, Louisiana, when the DNAMIX machine appears in their local grocery store. It’s nothing to look at, really—it resembles a plain photo booth. But its promise is amazing: With just a quick swab of your cheek and two dollars, the device claims to use the science of DNA to tell you your life’s potential. With enough credibility to make the townspeople curious, soon the former teachers, nurses, and shopkeepers of Deerfield are abruptly changing course to pursue their destinies as magicians, cowboys, and athletes—including the novel’s main characters, Douglas Hubbard and his wife, Cherilyn, who both believed they were perfectly happy until they realized they could dream for more... Written with linguistic grace and a sense of wonder, The Big Door Prize sparkles with keen observations about what it might mean to stay true to oneself while honoring the bonds of marriage, friendship, and community, and how the glimmer of possibility can pull these bonds apart, bring them back together, and make second chances possible, even under the strangest of circumstances.

Season of the Witch

Enchantment, Terror, and Deliverance in the City of Love *Simon and Schuster*

Traces the story of San Francisco in the latter half of the twentieth century, covering topics ranging from the civil rights movement and pop culture to the 49ers and famous crime cases.

Earn the Right to Win

How Success in Any Field Starts with Superior Preparation *Penguin*

A top NFL coach offers leadership advice that applies from the field to the office Tom Coughlin led the New York Giants to two Super Bowl victories with his unique system of relentless preparation and resilience. He teaches his players that you can never guarantee a win, but you can always earn the right to win—with focus, hard work, and anticipation of obstacles. Now Coughlin shows how his teachings apply beyond the gridiron, illustrating his points with previously untold stories about players like Eli Manning, Doug Flutie, and Michael Strahan. His wisdom can help leaders in any field rev up their own organizations. “Tom Coughlin challenged us and prepared us to handle anything

that was thrown at us ... The lessons I learned from him weren’t limited to football. They were applicable to every aspect of my life’ -Michael Strahan Tom Coughlin is one of the most successful coaches in NFL history. Before winning two Super Bowls with the New York Giants, he coached the Jacksonville Jaguars for nine seasons, leading them to two appearances in the AFC Championship Game. David Fisher is the co-author of seventeen New York Times bestsellers.

Atomic Habits

An Easy & Proven Way to Build Good Habits & Break Bad Ones *Penguin*

The #1 New York Times bestseller. Over 4 million copies sold! Tiny Changes, Remarkable Results No matter your goals, Atomic Habits offers a proven framework for improving—every day. James Clear, one of the world’s leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you’re having trouble changing your habits, the problem isn’t you. The problem is your system. Bad habits repeat themselves again and again not because you don’t want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you’ll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits—whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

Paul Brown

The Man Who Invented Modern Football *Triumph Books (IL)*

A first full-length biography of the legendary head coach of the Cleveland Browns examines in absorbing detail Paul Brown’s rise from obscure high school football coach to NFL Hall of Famer and illuminates the influence he had on the development of the game.

Ego Is the Enemy *Penguin*

The instant Wall Street Journal, USA Today, and international bestseller “While the history books are filled with tales of obsessive visionary geniuses who remade the world in their image with sheer, almost irrational force, I’ve found that history is also made by individuals who fought their egos at every turn, who eschewed the spotlight, and who put their higher goals above their desire for recognition.” —from the prologue Many of us insist the main impediment to a full, successful life is the outside world. In fact, the most common enemy lies within: our ego. Early in our careers, it impedes learning and the cultivation of talent. With success, it can blind us to our faults and sow future problems. In failure, it magnifies each blow and makes recovery more difficult. At every stage, ego holds us back. Ego Is the Enemy draws on a vast array of stories and examples, from literature to philosophy to history. We meet fascinating figures such as George Marshall, Jackie Robinson, Katharine Graham, Bill Belichick, and Eleanor Roosevelt, who all reached the highest levels of power and success by conquering their own egos. Their strategies and tactics can be ours as well. In an era that glorifies social media, reality TV, and other forms of shameless self-promotion, the battle against ego must be fought on many fronts. Armed with the lessons in this book, as Holiday writes, “you will be less invested in the story you tell about your own specialness, and as a result, you will be liberated to accomplish the world-changing work you’ve set out to achieve.”

Lombardi and Landry

How Two of Pro Football’s Greatest Coaches Launched Their Legends and Changed the Game Forever *Skyhorse Publishing Inc.*

Describes the formative years of the renowned football coaches when they worked together as coordinators for the New York Giants in the mid-1950s, discussing how they each developed their unique coaching styles before they became famous.

Football Scouting Methods *Lulu Press, Inc*

"Considered the bible of scouting techniques" according to the Los Angeles Times, Football Scouting Methods explains the basic scouting strategies and insights of author Steve Belichick. He was widely viewed as the ablest football scout of his time and coached at the U.S. Naval Academy for 33 years; his son is New England Patriots coach Bill Belichick, a three-time Super Bowl winner. When Steve Belichick died in November 2005, the New York Times headline described him as "Coach Who Wrote the Book on Scouting," and cited Houston Texans General Manager Charley Casserly calling Football Scouting Methods "the best book on scouting he had ever read." The book explains how to scout opponents, recognize defenses, analyze offenses, discover "tip-offs," compose a useful report, self-scout, and conduct postgame analysis.

Charlotte Walsh Likes To Win *Simon & Schuster*

From bestselling author Jo Piazza comes one of People’s “Best Summer Books,” a “comically accurate” (New York Post) novel about what happens when a woman wants it all—political power, marriage, and happiness. Charlotte Walsh is running for Senate in the most important race in the country during a midterm election that will decide the balance of power in Congress. Reeling from a presidential election that shocked and divided the country and inspired to make a difference, she’s left her high-powered job in Silicon Valley and returned, with her husband and three young daughters, to her downtrodden Pennsylvania hometown to run for office in the Rust Belt state. Once the campaign gets underway, Charlotte is blindsided by just how dirty her opponent is willing to fight, how harshly she is judged by the press and her peers, and how exhausting it becomes to navigate a marriage with an increasingly ambivalent and often resentful husband. When the opposition uncovers a secret that could threaten not just her campaign but everything Charlotte holds dear, she must decide just how badly she wants to win and at what cost. “The essential political novel for the 2018 midterms” (Salon), Charlotte Walsh Likes to Win is an insightful portrait of what it takes for a woman to run for national office in America today. In a dramatic political moment like no other with more women running for office than ever before, this searing, suspenseful story of political ambition, marriage, class, sexual politics, and infidelity is timely,

engrossing, and perfect for readers on both sides of the aisle.

The Unholy Trinity

Blocking the Left's Assault on Life, Marriage, and Gender *Image*

According to Walsh, "for years conservatives have worried endlessly about peripheral issues, [while] liberals have been hard at work chipping away at the bedrock of our civilization, and putting a new foundation in its place. New attitudes on abortion, gay marriage, and gender identity threaten to become culture-defining victories for progressives--radically altering not just our politics, but dangerously placing Man above God and the self above the good of the whole"--Amazon.com.

Joe Montana's Art and Magic of Quarterbacking

The Secrets of the Game from One of the All-Time Best *Macmillan*

One of football's greatest quarterbacks reveals the secrets of strategy and play-calling, how to outwit the defense, and the quarterback's job, accompanied by anecdotes about his career

Johnny the Walrus

What's the Matter with White People?

Finding Our Way in the Next America *Simon and Schuster*

A CLEAR-EYED, COGENT CLARION CALL FOR ENDING THE DIVISIVE CLASS WARS THAT THREATEN THE AMERICAN MIDDLE-CLASS DREAM In What's the Matter with White People? Walsh argues that the biggest divide in America today is based not on party or ideology but on two competing explanations for why middle-class stability has been shaken since the 1970s. One side sees an America that has spent the last forty years bankrupting the country by providing benefits for the underachieving, the immoral, and the undeserving—no matter the cost to the majority of Americans. The other side sees an America that has spent the last forty years catering to the wealthy while allowing only a nominal measure of progress for the downtrodden. Using her extended Irish-Catholic working-class family as a case in point and explaining her own political coming-of-age, Walsh shows how liberals unwittingly collaborated in the “us versus them” narrative and how the GOP’s renewed culture war now scapegoats segments of its own white demographic. Part memoir, part political history, What’s the Matter with White People? is essential reading to combat political and cultural polarization and to build a more just and prosperous multiracial America in the years to come. WITH A NEW AFTERWORD

Parcells

A Football Life *Three Rivers Press*

Bill Parcells may be the most iconic football coach of our time. During his decades-long tenure as an NFL coach, he turned failing franchises into contenders. He led the ailing New York Giants to two Super Bowl victories, turned the New England Patriots into an NFL powerhouse, reinvigorated the New York Jets, brought the Dallas Cowboys back to life, and was most recently enshrined in the Pro Football Hall of Fame. Taking readers behind the scenes with one of the most influential and fascinating coaches the NFL has ever known, PARCELLS will take a look back at this coach's long, storied and influential career, offer a nuanced portrayal of the complex man behind the coach, and examine the inner workings of the NFL.

Growing Great Employees

Turning Ordinary People into Extraordinary Performers *Penguin*

How to develop an all-star staff, even if you don't know the first thing about managing “Your employees are, like you and me, flawed and hopeful human beings whose success is at least partly dependent on your skill as a manager, human beings who will thrive with skillful and consistent attention and wither without it.” Erika Andersen has helped some of the best-managed companies in the world develop their employees. Now she explains how to stay ahead of the competition by investing in your people. You'll discover that: • Listening is your most powerful asset. Use it to motivate and build commitment. • Everything you know about interviewing is wrong. Discover what you really need in a potential employee. • Successful companies hire for keeps. Get people feeling like part of the team from day one. Whether you're a first-time manager or a senior executive, Andersen will help you create a dynamic workplace, where the efforts you make today will blossom into success for years to come.

The Business of Sports *Jones & Bartlett Publishers*

The Business of Sports, Second Edition is a comprehensive collection of readings that focus on the multibillion-dollar sports industry and the dilemmas faced by todays sports business leaders. It contains a dynamic set of readings to provide a complete overview of major sports business issues. The Second Edition covers professional, Olympic, and collegiate sports, and highlights the major issues that impact each of these broad categories. The Second Edition continue to provide insight from a variety of stakeholders in the industry and cover the major business disciplines of management, marketing, finance, information technology, accounting, ethics and law. In addition, it features concise introductions, targeted discussion questions, and graphs and tables to convey relevant financial data and other statistics discussed. This book is designed for current and future sports business leaders as well as those interested in the inner-workings of the industry.