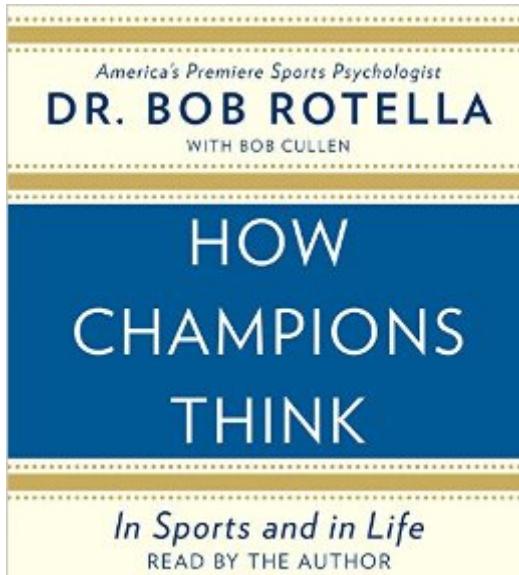


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# How Champions Think



## **Synopsis**

Americaâ™s preeminent sports psychologist delivers a groundbreaking guide to success in all aspects of lifeâ"not just sportsâ"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, heâ™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 Rotellaâ™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. Itâ™s a book full of insights that you can learn and use the next morningâ"in the office, the classroom, or wherever your quest takes youâ"told not in abstractions, but through case studies and stories drawn from Rotellaâ™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. Itâ™s about how to make a commitment, how to persevere, how to deal with failureâ"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 nationâ™s preeminent sports psychologist, you can learn to achieve the success of your dreams.

## **Book Information**

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## **Customer Reviews**

Although there were inspirational moments, he repeated himself too many times - the message

became the same over & over.

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