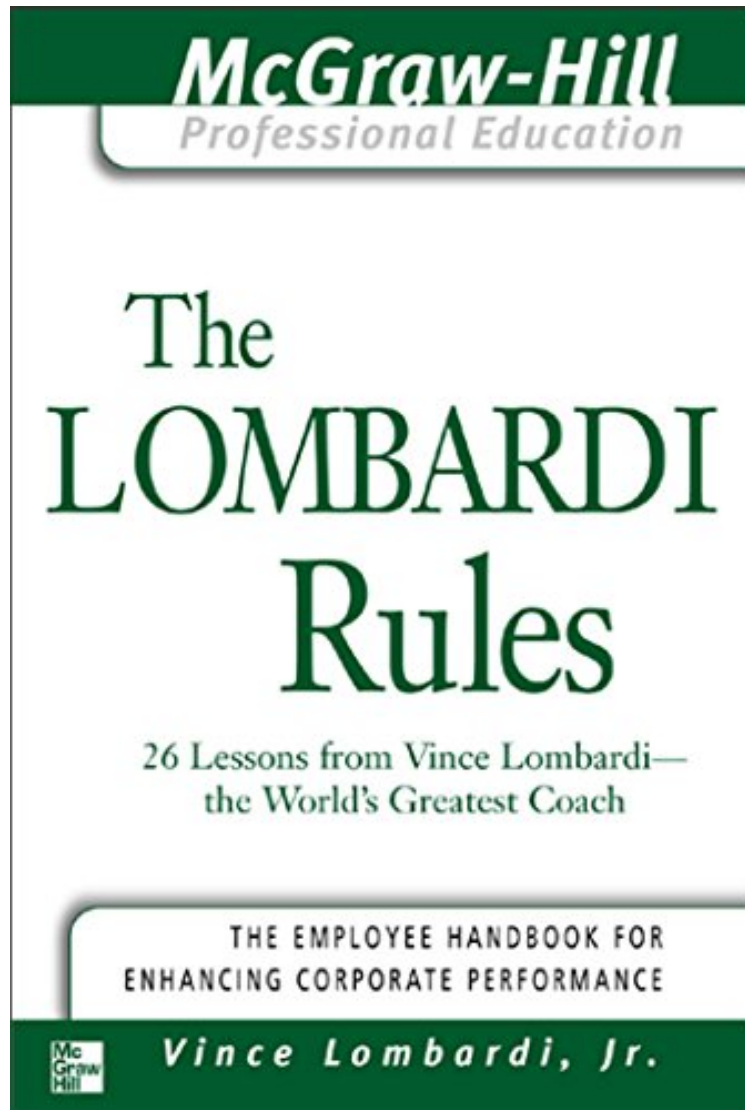


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## **The Lombardi Rules: 26 Lessons from Vince Lombardi--The World's Greatest Coach (The McGraw-Hill Professional Education Series)**

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The Lombardi RulesVince Lombardi--loved by some, feared by others, but respected by all--was first and foremost a winner. The greatest sports coach of his time, perhaps of all time, Lombardi was also a thoughtful man with uncommon passion, a motivator with uncompromising values, and a leader with unprecedented wisdom and authority. More than three decades since Lombardi's untimely passing, his words continue to resonate. In *The Lombardi Rules*, Vince Lombardi Jr. examines many of his father's most celebrated quotes to reveal the bedrock principles behind his legendary success. This concise yet comprehensive book is packed with proven insights and techniques that are especially valuable in today's hard-fought business arena, including: Ask yourself tough questions Play to your strengths Work harder than anybody Be prepared to sacrifice Be mentally tough Know your stuff Demand autonomy Act, don't react Keep it simple Focus on fundamentals Chase perfection Run to win Vince Lombardi's uncanny ability to motivate others, along with his insatiable drive for victory, made him the standard against which leaders in very field are measured. *The Lombardi Rules* provides an insider's look at Lombardi's extraordinary methods, and shows you how to adapt and adopt those methods for leadership success in your own career.

From the Back CoverThe Lombardi Rules Vince Lombardi--loved by some, feared by others, but respected by all--was first and foremost a winner. The greatest sports coach of his time, perhaps of all time, Lombardi was also a thoughtful man with uncommon passion, a motivator with uncompromising values, and a leader with unprecedented wisdom and authority. More than three decades since Lombardi's untimely passing, his words continue to resonate. In *The Lombardi Rules*, Vince Lombardi Jr. examines many of his father's most celebrated quotes to reveal the bedrock principles behind his legendary success. This concise yet comprehensive book is packed with proven insights and techniques that are especially valuable in today's hard-fought business arena, including: Ask yourself tough questions Play to your strengths Work harder than anybody Be prepared to sacrifice Be mentally tough Know your stuff Demand autonomy Act, don't react Keep it simple Focus on fundamentals Chase perfection Run to win Vince Lombardi's uncanny ability to motivate others, along with his insatiable drive for victory, made him the standard against which leaders in very field are measured. *The Lombardi Rules* provides an insider's look at Lombardi's extraordinary methods, and shows you how to adapt and adopt those methods for leadership success in your own career. About the AuthorVince Lombardi Jr. is a writer, attorney, and popular professional speaker. He has served in the Minnesota legislature and held executive positions in professional football.