



On the Ball: What You Can Learn About Business From America's Sports Leaders

David M. Carter, Darren Rovell

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Sports, like business, is a nonstop, flat-out competition where winners prosper and losers are sent packing. Think the multi-billion-dollar sports industry might have something to teach your business? You better believe it. With *On the Ball*, you will learn those lessons before your competitors do.

Get in the sports business game and learn about breakthrough techniques for building a business. Reaching customers. Delivering customer service. Branding yourself and your business. Handling employee relations. Alliance building. Crisis management. Entering new markets. Turning around a business. Leadership. All that, plus your own personal behind-the-scenes tour of the sports industry—courtesy of top sports business consultant David M. Carter and ESPN.com's Darren Rovell. Hop on. It'll be a fun ride. A very profitable fun ride.

* Branding, NBA style

Powerful branding lessons from David Stern, Michael Jordan & Co.

* Strategic alliances with the New York Yankees

Win-win partnerships with George Steinbrenner

* Building your business the way NASCAR did it

Fast lane from the backwoods to NBC Sports

* Terrorism to bribery: practical lessons in crisis management

Straight from sports, 10 steps for handling any business crisis

* Penetrate and dominate: Nike in new markets

How Tiger Woods helped Nike go global

* Know your fan, know your customer

Take a tour of the baseball minor leagues and see how to really please your customers

Today's most powerful business lessons...

...you could learn them from some boring business school text. But, hey, life's too short. With *On the Ball*, you can learn the same lessons from sports! Top sports business consultant David M. Carter and ESPN.com sports business journalist Darren Rovell serve up winning techniques straight out of the big leagues. Business is a sport, and sport's a business, right? So why not learn...

* Entrepreneurship from NASCAR's Bill France Sr.

* Target marketing the MasterCard way

* Customer service from the late great Bill Veeck

* Personal branding from cyclist Lance Armstrong and women's tennis player Anna Kournikova

* Employee relations from Major League Baseball

* Strategic alliances from New York Yankees owner George Steinbrenner

* Crisis Management from NFL Commissioner Paul Tagliabue

* Penetrating new markets using Tiger Woods

* Brand building from NBA Commissioner David Stern

* Turnarounds from Dallas Cowboys owner Jerry Jones

* Leadership from Notre Dame head football coach Tyrone Willingham

Fast, furious, outrageous, and unforgettable, On the Ball is everything you expect from sports, and don't expect from a business book!

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From reader reviews:

Terry Hayes:

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Elizabeth Brown:

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Andre Rosier:

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Carmen Flood:

What is your hobby? Have you heard that will question when you got college students? We believe that that problem was given by teachers for their students. Many kinds of hobbies, all people have different hobbies. And you know that little person including reading or as studying become their hobby. You need to know that reading is very important and a book as to be the thing. A book is an important thing to provide you knowledge, except your own personal teacher or lecturer. You discover good news or updates concerning something by a book. A substantial number of sorts of books that you can choose to adopt as your object. One of them is actually *On the Ball: What You Can Learn About Business From America's Sports Leaders*.

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