

Go Long!



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In Go Long! Jerry Rice shares the inspirational lessons and empowering practices that

have helped him attain success, both on the football field and off. Through the ups and downs of Rice's life and incomparable career, we discover how self-motivation, determination, and humility are the keys to achievement and true fulfillment.

It's been a long journey for Jerry Rice, from his childhood as a bricklayer's son in Crawford, Mississippi, to a berth in the Pro Football Hall of Fame. Along the way, Rice has been fueled by tireless effort and a belief in a few simple principles, among them that achievement is a voyage, not a destination; that modesty and perseverance, not talent, are what determine how far you will go; and that everyone should strive to be a role model. Rice even demonstrates these rules in action, breaking down the greatest games from his stellar career.

Go Long! is an inspiring book by a living sports legend. More than that, however, it is the story of how Jerry Rice awakened the champion within, illustrating how we, too, can unlock inner greatness.

“Rice was nobody's fool as a player. He kept his tongue in check for most of his twenty-one-year career, understanding performance, not oratory, was his occupation. Now retired, Rice has taken the muzzle off [and] it is that persona which emerges from the book.”

—Press Democrat (Santa Rosa, California)

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