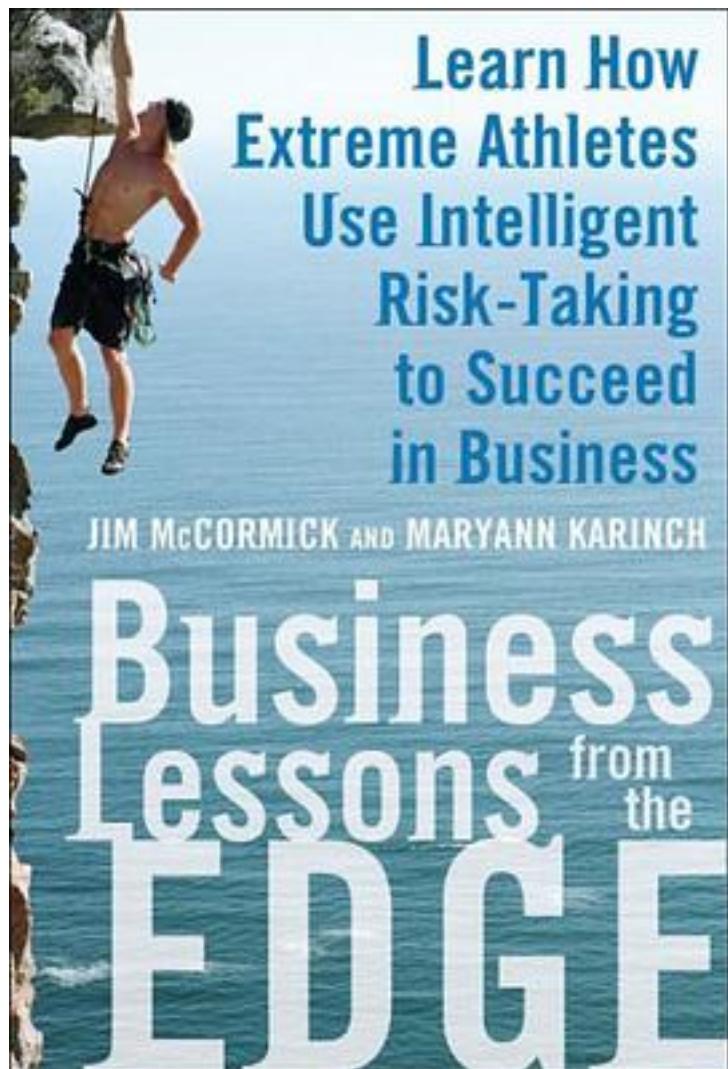


# Business Lessons from the Edge



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[BACK COVER] DISCOVER THE WINNING MIND-SETS OF EXTREME SPORTS ATHLETE-EXECUTIVES Skateboarding legend Tony Hawk jump-starts the world's hottest skateboard company with businessman/skateboarder Per Welinder, who recently sold his share of the company back to Hawk to focus on his thriving clothing line. Freestyle motocross star Carey Hart discovers that backflips in the boardroom don't fly, but sharp entrepreneurship turns his tattoo venture into a multimedia enterprise. Rodeo rider Ty Murray, "The King of the Cowboys," turns his passion for bull riding into a professional sports empire. Olympian bobsledder Gord Woolley prepares himself mentally every morning, whether polishing his runners or running his communications firm. Alpine climber Mark Richey learns to rely more on skills than tools to build his architectural woodworking business. Marathoner Quang S. Pham uses visualization techniques to go the distance as a runner and as a CEO in the pharmaceutical industry. Mountaineer Guy Downing climbs some of the world's highest mountains and makes a fortune on Wall Street. PLUS more career-building lessons from sports television CEO Gavin Harvey, skier and bobsledder Kirby Best, polar explorer Bill Baker, mountaineer and CEO Kevin Sheridan, skier and law firm founder Julie Pearl, CEO and race car driver Don Bell, and others [FLAP COPY] No guts, no glory. What does it take to succeed in business? Risk taking. Preparation. Self-confidence. The same principles that drive extreme athletes to the highest peaks of performance. This action-ready guide shows you how to capture the winning mind-sets of champions-for extreme success in business and life.

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