

图书基本信息

书名：<<Winners are Driven成功者动力>>

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内容概要

Praise for WINNERS ARE DRIVEN "The basic principles in becoming a world champion automobile racer, successful businessman, and human being are exactly the same principles that must be utilized by anyone in order to attain success. The many examples of good sportsmanship, the emphasis on family, the importance of customers, and good customer relationships are so very important in life today. Unser is a man who has lived his life to the fullest, accomplished so very, very much, and yet been true to his friends, his family, his competitors, and is the epitome of success." -Barron Hilton, Chairman, Hilton Hotels "A wild ride with a racing legend. Bobby is still going 100 mph as he shares his life strategy for success. Nothing fancy, just good ol' Unser common sense." -Doug Sellars, Coordinating Producer, Fox Sports Net "As a member of a family involved in American automobile racing for over 80 years, I find Bobby Unser's Winners Are Driven unique in comparing what it takes to be successful in the racing world and how it applies to one's business and personal life...With Bobby's insight and gut instincts he effortlessly crosses over from racing to life in general." -William D. Loadvine, Executive Director of Advancement, University of Southern California "Bobby's drive and passion have fueled his incredible success both on and off the track, and his story translates into invaluable life lessons for us all." -Jeff Bliss, President, The Javelin Group Former President/CEO Sara Lee Olympic Partnership "This book depicts the life of Bobby Unser from his humble beginnings in the heartland to his many accomplishments. It spells out the philosophy of the great American spirit, the driving force of professional sports, and the necessity of having the presence of outstanding leaders and human beings throughout the world today." -Gregory R. Dillon, Vice Chairman and Director Emeritus, Hilton Hotels "Over thirty-five years ago, early in my ABC Sports career, I first met Bobby Unser. As one of this country's premier drivers, Bobby seemed to be at or near the front of each race. While attaining renown on the track, off the track he was gracious to the media and racing fans. When he retired, we hired Bobby as ABC Sports's color commentator for Indianapolis-car racing. For nine years he performed very professionally and very colorfully. Bobby Unser, successful on the track and off ...still going strong." -Dennis Lewin, Senior Vice President Broadcast Planning The National Football League

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