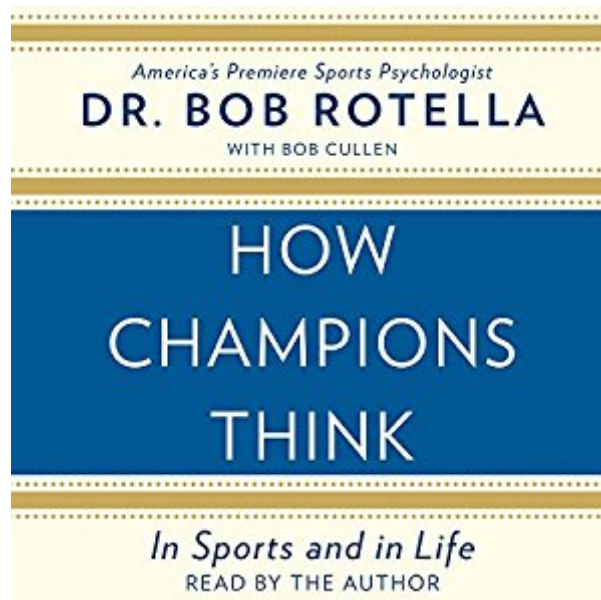


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# How Champions Think: In Sports And In Life



## Synopsis

From best-selling author Bob Rotella, America's preeminent sports psychologist, a groundbreaking guide to success in all aspects of life - not just sports - from business to relationships to personal challenges of every variety. Acclaimed sports psychologist Bob Rotella has advised everyone from professional golfers to NBA superstars to business executives on how to flourish under pressure and overcome challenges. Now, for the first time, he's distilled his decades of in-depth research and practical experience into a potential-unlocking guide for everyone. This exciting audiobook is not a collection of Rotella's theories; it consists of performance principles that have proven themselves in countless competitive situations, in arenas from which only the strongest minds emerge triumphant. It's a book full of insights that you can learn and use the next morning - in the office, the classroom, or wherever your quest takes you - told not in abstractions, but through case studies and stories drawn from Rotella's years teaching sports psychology, counseling athletes, and consulting for Fortune 500 companies. It explores how to keep the mind from holding you back, whatever your physical gifts or other talents. It's about how to make a commitment, how to persevere, how to deal with failure - and how to train your mind to create a self-image that promotes confidence and accomplishment. Any successful life starts with how you see yourself. And with these pearls of wisdom from the nation's preeminent sports psychologist, you can learn to achieve the success of your dreams.

## Book Information

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## Customer Reviews

It is well known that Dr. Bob Rotella has had several successful careers: as the director of sports psychology at the University of Virginia, as an author of eight best selling books and as a teacher of America's most accomplished athletes, especially golfers. While much of his acclaim is in the sports field with the publication of *How Champions Think*, Dr. Rotella will gain wider recognition and become better known as a psychologist and teacher of all whose dream is to become "exceptional in their chosen field." As a weekend golfer I have enjoyed Bob's previous books and his most recent book, *How Champions Think* does not disappoint. Bob's prose flows from golfing greats he has coached to his other clients in college basketball to major league baseball. The personal golfing lesson that hit home for me is that "it is better to love one-putting than to hate three putting." This lesson has a deeper meaning for me as I consciously record the number of putts I take in in each round and circling three putts, as if I wish to remember my failures rather than my few one-putt greens. Bob's focus on the positive is throughout *How Champions Think* but his philosophy is best explained in Chapter Eight | Learned Effectiveness: The Virtuous. While other cognitive psychologist like Martin Seligman of the University of Pennsylvania were evolving from "learned helplessness" to "learned optimism," Bob was teaching the practical applications of "learned effectiveness" to people who want to be exceptional. Bob acknowledges William James as his role model in the field of psychology I believe both Bob and James would also subscribe to Heraclitus view | "The content of your character is your choice; day to day what you choose, what you think and what you do is what you become."

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