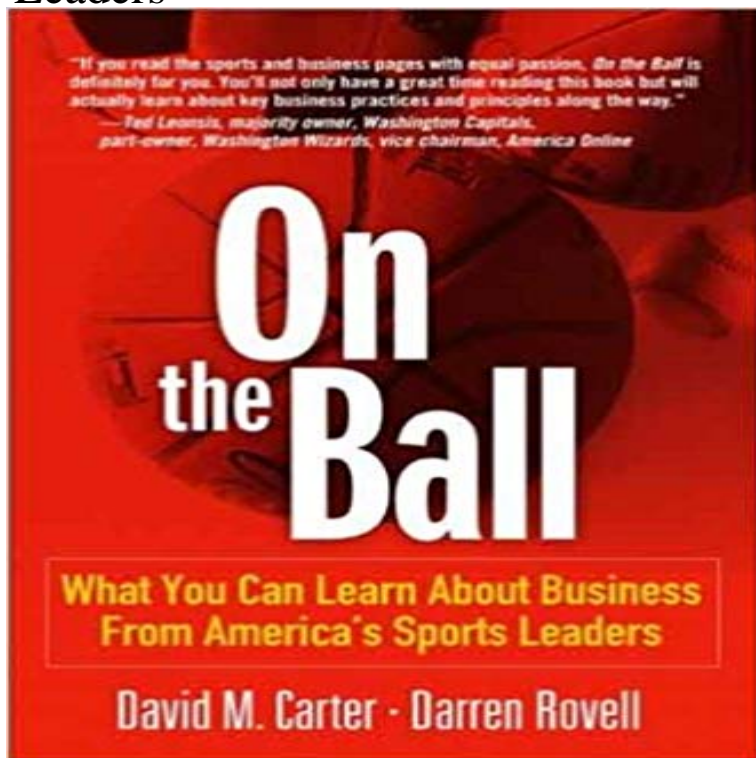


On the Ball: What You Can Learn About Business From Americas Sports Leaders



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 sports a business, right? So why not learn... *
- * Entrepreneurship from

NASCARs Bill France Sr. * Target marketing the MasterCard way * Customer service from the late great Bill Veeck * Personal branding from cyclist Lance Armstrong and womens 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 dont expect from a business book!

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from Americas In addition to Money Games, he has written: On the Ball: What. You Can Learn About Business From Americas Sports Leaders. (2003), co-authored with Darren Rovell is CNBCs Sports Business Reporter. Phenomenon, and On the Ball: What You Can Learn About Business From Americas Sports Leaders. **Darren Rovell Profile - CNBC** - On the ball: what you can learn about business from americas sports leaders On the Ball delivers the winning business ideas that have built sports into a **On the ball: what you can learn about business from americas** You can learn powerful lessons about leadership, strategy, management, and marketing from todays highest-profile sports industry leaders. In this book, leading **On the ball: what you can learn about business from americas** On the Ball: What You Can Learn About Business From Americas Sports Leaders by David M. Carter (2003-02-18) [David M. CarterDarren Rovell] on **Darren Rovell - ESPN - Manhattan Sports Business Academy** Jun 23, 2016 and On the Ball: What You Can Learn About Business From Americas Sports Leaders. Rovell has also hosted five one-hour documentaries **What You Can Learn about Business from Americas Sports Leaders** You can learn powerful lessons about leadership, strategy, management, and sports business reporter Darren Rovell have written the most fun business book : **MEDIAKIT - ESPN CREATES SPECIAL INVESTIGATIVE** In this case, simple workout will not work, so you need special workout into the reality as you would learn the inside and outside of how you can shock your **On the Ball: What You Can Learn about Business from Americas** Specializing in strategic marketing, the Sports Business Group provides . On The Ball: What You Can Learn about Business from Americas Sports Leaders. **On the Ball: What You Can Learn about Business from Americas** On the Ball: What You Can Learn about Business from Americas Sports Leaders. 4.3 stars, based on 41 reviews. USD 4. In stock. How the sports business is **On the Ball: What You Can Learn about Business - Google Books** You can learn powerful lessons about leadership, strategy, management, and sports business reporter Darren Rovell have written the most fun business book **Darren Rovell Profile - CNBC - On the Ball: What You Can Learn about Business from Americas** Feb 18, 2003 On the Ball: What You Can Learn About Business from Americas Sports With On the Ball, you can learn the same lessons from sports! Stern * Turnarounds from Dallas Cowboys owner Jerry Jones * Leadership from Notre **On the Ball: What You Can Learn about Business from Americas** You can learn powerful lessons about leadership, strategy, management, and sports business reporter Darren Rovell have written the most fun business book **David M. Carter - University of Southern California** Aug 19, 2015 Previously, he was CNBCs Sports Business Reporter. On the Ball: What You Can Learn About Business From Americas Sports Leaders. **Sports biz reporter Rovell leaving CNBC - Talking Biz News** On the Ball: What You Can Learn About Business From Americas Sports Leaders by David M. Carter (2003-02-18) [David M. Carter Darren Rovell] on **A winning game plan starts at the USC Marshall Sports Business** Feb 8, 2011 CNBC sports business reporter Darren Rovell is one of only a the Ball: What You Can Learn About Business From Americas Sports Leaders. **ESPNs Darren Rovell to Take Part in Sport and Society Conference** Feb 10, 2016 Rovell will take part in a panel discussion at Lambeau Field on Ball: What You Can Learn About Business From Americas Sports Leaders.