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## Business Lessons from the Edge Learn How Extreme Athletes Use Intelligent Risk Taking to Succeed in Business

By Maryann Karinch

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 8.3in. x 5.8in. x 1.0in. BACK COVER DISCOVER THE WINNING MIND-SETS OF EXTREME SPORTS ATHLETE-EXECUTIVES Skateboarding legend Tony Hawk jump-starts the worlds hottest skateboard company with businessmanskateboarder 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 dont 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 worlds 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...

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