



The Art of Winning

Dennis Conner

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Some people just seem to be the best at whatever they do - whether that's running a leading company in their field or winning a classic sports competition. Dennis Conner is one of those people - he is the man who won the America's Cup back from Australia in 1987 and defended it in 1988. He also runs a major international sports marketing and sponsorship firm. "The Art of Winning" contains the specific and practical management principles Conner has distilled from a lifetime of achievement both on the water and off. These principles are: the right attitude; improving performance; developing commitment from the team; seeking competition; setting and meeting deadlines. Reading this book is like talking with the man himself. It's a proven manual for winners both in business and in the sports arena.

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