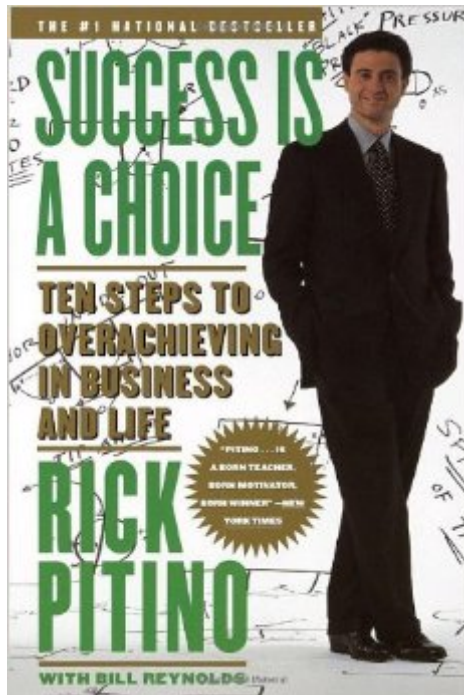


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# Success Is A Choice: Ten Steps To Overachieving In Business And Life



## Synopsis

MAKE RICK PITINO YOUR PERSONAL COACH AND ACHIEVE MORE THAN YOU EVER THOUGHT POSSIBLE. For Rick Pitino, the first coach to bring teams from three different schools to the Final Four, success isn't about shortcuts. Pitino's secret "and the reason he has become both a great coach and one of the most sought-after motivational speakers in the nation" is his strategy of overachievement. Now, in *Success Is a Choice*, he takes the same proven methods that have earned him and his teams legendary status and gives you a ten-step plan of attack that will help you become a winner at anything you set your mind to: Build your self-esteem • Set demanding goals • Always be positive • Establish good habits • Master the art of communication • Learn from good role models • Thrive on pressure • Be ferociously persistent • Learn from adversity • Survive your own success

An inspiring program that is as fun to read as it is practical, *Success Is a Choice* can make the difference between achievement and failure in your own life. So much more than another Armani suit, Pitino has done a job of psychology and salesmanship that should serve as a how-to manual for his profession. "Chicago Sun-Times" Pitino's track record is extraordinary . . . his personal style is also winning. "Time

## Book Information

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## Customer Reviews

Rick Pitino is a coaching legend in basketball. He led the University of Kentucky Wildcats to an NCAA championship in 1996 and he has the distinction of being the only coach in college history to

take three different schools to the Final Four in playoff competition: Providence, Kentucky, and Louisville. He has also served as head coach of the New York Knicks and the Boston Celtics in the NBA where he helped to rebuild the programs at these two professional basketball franchises. Pitino wrote this book in 1997, following the national championship season with the University of Kentucky Wildcats. He wrote this as a self-help guide intended to help individuals overachieve and reach levels of success they never thought imaginable. He lays out his plan in a ten-step process, emphasizing the fundamentals that must be in place if one has any hope of achieving lofty goals. Most of what Pitino talks about in this guide is common sense and it's the type of motivational material we have all heard countless times before. We all know, for instance, that a positive attitude and sound communication skills are critical on the path to success. We also know that persistence and learning from mistakes are important components of success and that anyone who fails in these two endeavors isn't likely to make it very far. Self-help and motivational guides are usually very dry and ordinary, but while some of Pitino's words certainly fall under this designation, other things he advises are more unique and offer a fresh perspective. I haven't read a large number of self-help guides, but certain parts of Pitino's advice do manage to step outside the box. One thing that stands out the more than any others is Pitino's advice (warning is more like it) not to readily embrace success.

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