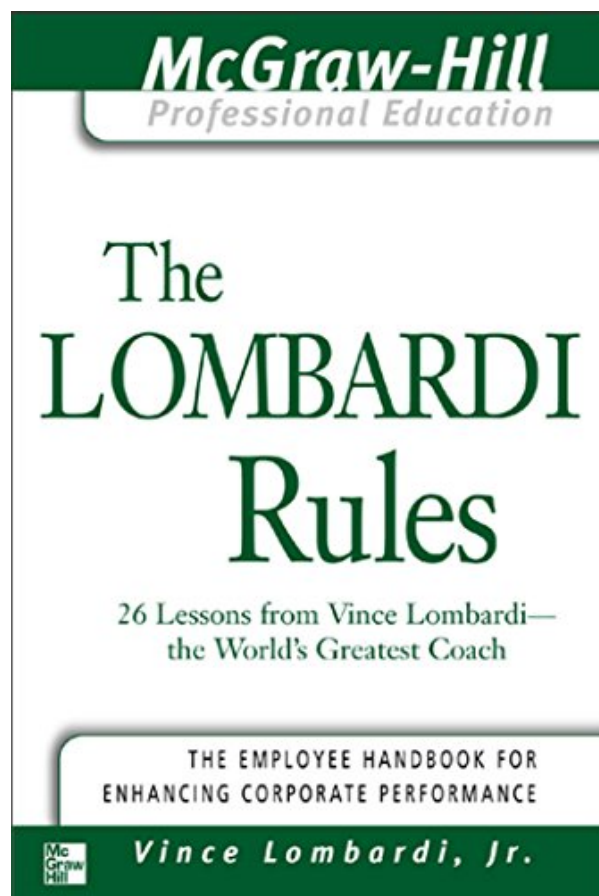
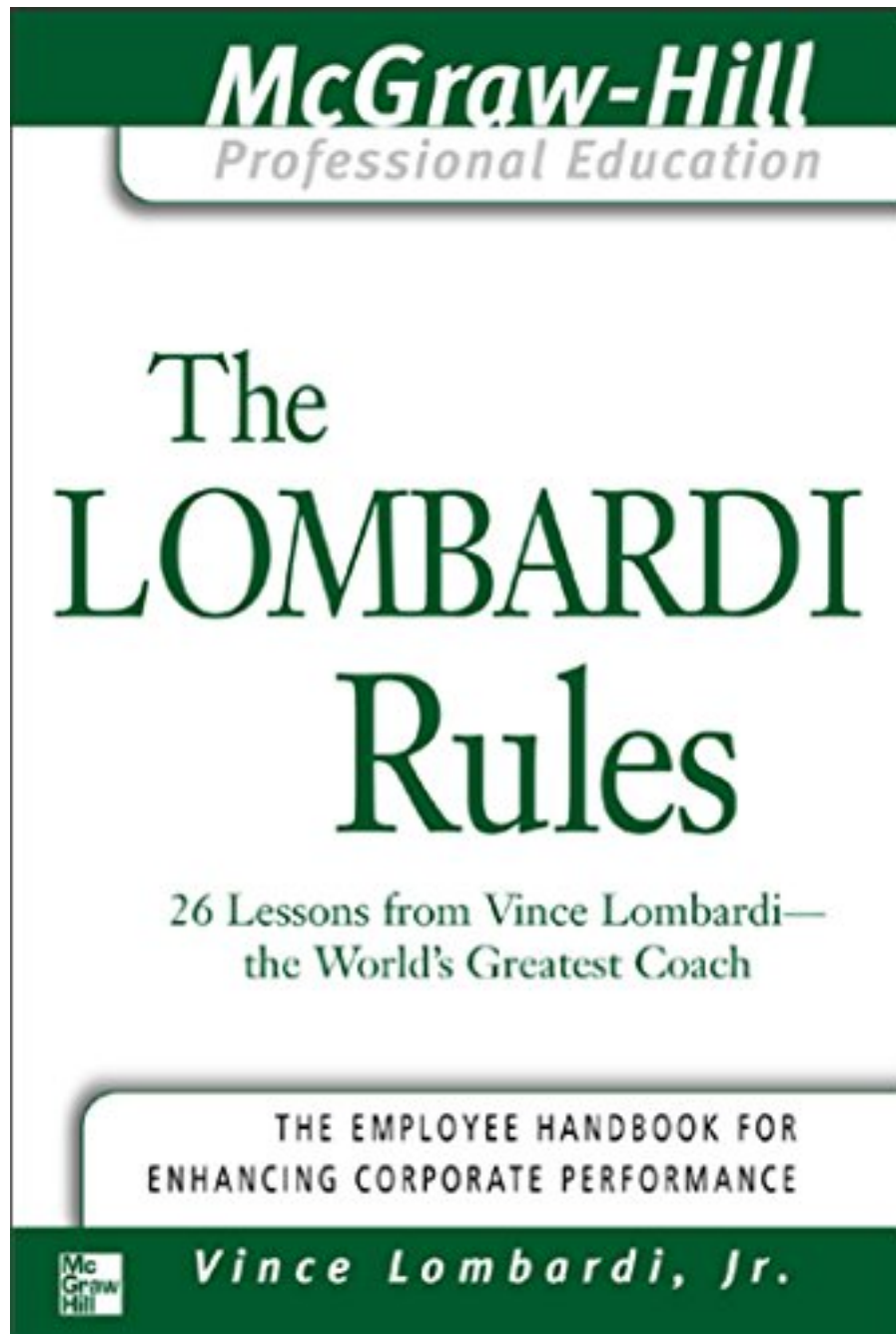


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From the Back Cover

The Lombardi Rules

Vince Lombardi--loved by some, feared by others, but respected by all--was first and foremost a winner. The greatest sports coach of his time, perhaps of all time, Lombardi was also a thoughtful man with uncommon passion, a motivator with uncompromising values, and a leader with unprecedented wisdom and authority.

More than three decades since Lombardi's untimely passing, his words continue to resonate. In *The Lombardi Rules*, Vince Lombardi Jr. examines many of his father's most celebrated quotes to reveal the bedrock principles behind his legendary success. This concise yet comprehensive book is packed with proven insights and techniques that are especially valuable in today's hard-fought business arena, including:

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Most helpful customer reviews

31 of 33 people found the following review helpful.

Great book for employees, employers, players and coaches.

By Hanie E. Cole III

The Lombardi Rules provides an insiders look at Lombardi's extroindinary methods and shows you how to adapt and adopt those methods for leadership success in your own career.

Pages 53 paperback

Exerpt Favorite chapter Page 1-2

"The Lombardi code is founded on the belief that you can only become a leader after developing your character-that is, after building integrity, honesty, and commitment. The way to develop these attributes is through self-knowledge. You can't improve what you don't understand.....The first steps on the road to self-knowledge involve asking ourselves the tough questions."

The employee handbook for enhancing corporate performace.

Table of contents

1. Ask yourself tough questions.
2. Look the straight truth on.
3. Play to your strengths.
4. Write your character.
5. Think big picture.
6. Be Completely committed.
7. Work harder than everybody.
8. Be prepared to sacrifice.
9. Be mentally tough.
10. Balance humility and pride.
11. Lead with Integrity.
12. Build team spirit.
13. Explain the whys.
14. Strike the balance.
15. Build confidence.
16. Use your mission.
17. Know your stuff.
18. Demand autonomy.
19. Respect legitimate authority.
20. Act, Don't React.
21. Keep it simple.
22. Chase perfection.
23. Tailor your motives.
24. Motivate by degrees.
25. Focus on fundamentals.
26. Run to win.

9 of 10 people found the following review helpful.

Short but powerful book with a lot of useful information!

By Blaine Greenfield

C. THE LOMBARDI RULES by Vince Lombardi Jr. is a

short but powerful book that has a lot of information in it that can be

used by coaches, business executives and just about anybody else

looking to succeed in today's world.

The author, whose father led the Green Bay Packers to five NFL

titles in seven years, compiled several of Lombardi's most

famous quotes; for example:

I would say that the quality of each man's life is the full measure

of that man's personal commitment to excellence and to victory--whether

it be football, whether it be business, whether it be politics or government.

He then transformed the quote into a rule, such as: Be Completely Committed . . . and after a brief discussion of what it meant, Lombardi Jr. showed various techniques to implement the rule in any organization.

In the case of how to up the "commitment quotient," he suggested:

Start with yourself: Inspire those around you with your own level of commitment. When leaders go the extra mile, their troops will follow.

Talent only gets you so far: A person with 100 percent ability and 50 percent commitment can throw a wrench into the whole system through inattention, inconsistency and laziness.

Weed out the uncommitted: The organization that wins is populated by winners. Weed out the uncommitted and get the last 10 percent out of everyone.

A cute cartoon that accompanied each chapter also added to my enjoyment of THE LOMBARDI RULES.

3 of 3 people found the following review helpful.

Great Book, Quick Read

By Josh Wilson

Good book, had some interesting stories about Lombardi's early life. Quick read and contains some great messages.

See all 52 customer reviews...

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