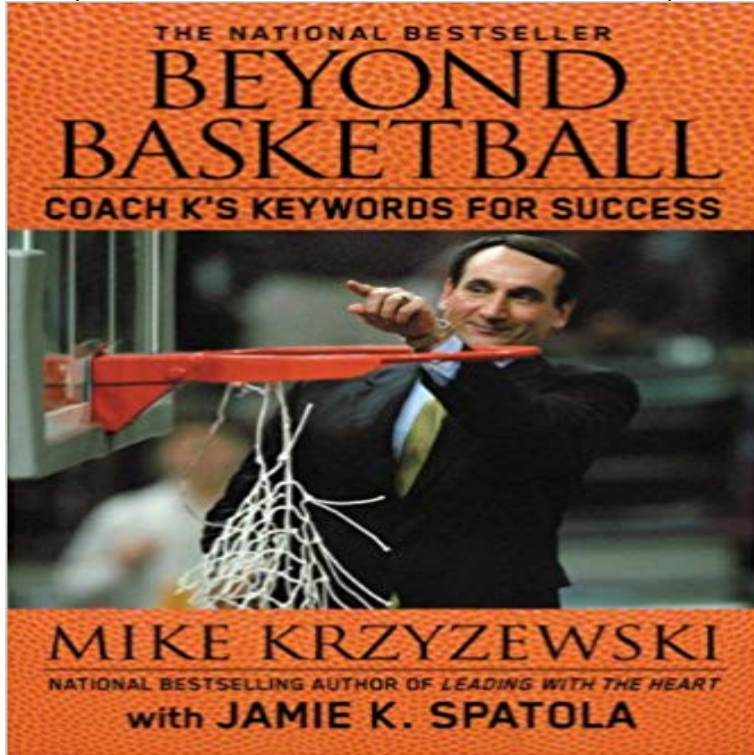


Beyond Basketball: Coach K's Keywords for Success



The Duke University mens basketball team has served as the gold standard in college athletics for well over two decades - and that's all because of the extraordinary impact of Mike Krzyzewski, the highly-respected coach of the Duke squad. Coach K's reputation as a teacher of young men has transcended his extraordinary success as a coach. The Duke team is always ranked at the top of the college game, year in and year out, but what's truly remarkable about Coach K are his players and the legacy they leave behind: Grant Hill, Shane Battier, Elton Brand, Bobby Hurley, and on and on -- these are not just great basketball players, but individuals who have become true leaders in American society, all thanks in large part to Coach K's leadership. So how does Coach K do it? In this new book, he reveals his tips, advice, and time-tested guidance on how he coaches and educates his players about life beyond the basketball court.

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