



Run to Win: Vince Lombardi on Coaching and Leadership

Donald T. Phillips

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Vince Lombardi, whom many believe to be the greatest football coach in the history of the sport, is both a household name and an icon. He is not only renowned in the sports world, but also in business and industry for his exceptional leadership skills. In *Run to Win*, acclaimed author Don Phillips examines Lombardi's famous coaching style by painting a picture of a fascinating individual, a man whose ingenious leadership helped lead his teams to nine playoff victories in a row, including wins in the first two Super Bowls.

By extracting powerful lessons from a man who could both lead and inspire, Phillips gets to the heart of what made Lombardi great and shows readers what it takes to be a winner. At the same time, this groundbreaking book tells the inspiring story of Lombardi's ten-year career with the Green Bay Packers and Washington Redskins, complete with anecdotes, quotes, and Lombardi Principles that show why this legendary coach continues to be a role model for effective leadership in business today.

Totally accessible and utterly fascinating, *Run to Win* empowers readers with the knowledge to succeed in business, while entertaining them with tales of a man whose ability to win under any circumstance is unsurpassed in the history of professional sports.

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