



## Winners: And How They Succeed

By Alastair Campbell

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. Alastair Campbell knows all about winning. As Tony Blair's chief spokesman and strategist, he helped guide his party to victory in three successive elections, and he's fascinated by what it takes to succeed. How do sportsmen excel, entrepreneurs thrive, or individuals achieve their ambitions? Is their ability to win innate? Or is the winning mind-set something we can all develop? In the tradition of *The Talent Code* and *The Power of Habit*, Campbell draws on the wisdom of an astonishing array of talented people from elite athletes to media mavens, from rulers of countries to rulers of global business empires. Alastair Campbell has conducted in-depth interviews and uses his own experience in politics and sport to get to the heart of success. He examines how winners tick. He considers how they build great teams. He analyzes how these people deal with unexpected setbacks and new challenges. He judges what the very different worlds of politics, business, and sport can learn from one another. And he sets out a blueprint for winning that we can all follow to...



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