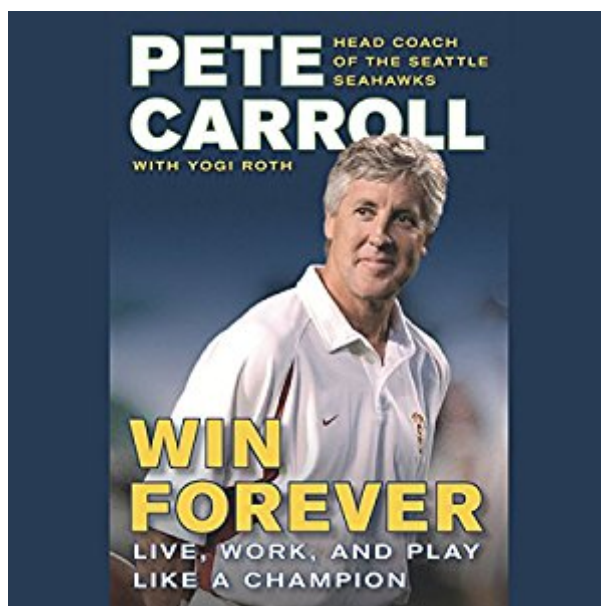


The book was found

# Win Forever: Live, Work, And Play Like A Champion



## Synopsis

"I know that I'll be evaluated in Seattle with wins and losses, as that is the nature of my profession for the last 35 years. But our record will not be what motivates me. Years ago I was asked, 'Pete, which is better: winning or competing?' My response was instantaneous: 'Competing...because it lasts longer.'" Pete Carroll is one of the most successful coaches in football today. As the head coach at USC, he brought the Trojans back to national prominence, amassing a 97-19 record over nine seasons. Now he shares the championship-winning philosophy that led USC to seven straight Pac-10 titles. This same mindset and culture will shape his program as he returns to the NFL to coach the Seattle Seahawks. Carroll developed his unique coaching style by trial and error over his career. He learned that you get better results by teaching instead of screaming, and by helping players grow as people, not just on the field. He learned that an upbeat, energetic atmosphere in the locker room can coexist with an unstoppable competitive drive. He learned why you should stop worrying about your opponents, why you should always act as if the whole world is watching, and many other contrarian insights. Carroll shows us how the Win Forever philosophy really works, both in NCAA Division I competition and in the NFL. He reveals how his recruiting strategies, training routines, and game-day rituals preserve a team's culture year after year, during championship seasons and disappointing seasons alike. Win Forever is about more than winning football games; it's about maximizing your potential in every aspect of your life. Carroll has taught business leaders facing tough challenges. He has helped troubled kids on the streets of Los Angeles through his foundation A Better LA. His words are true in any situation: "If you want to win forever, always compete."

## Book Information

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## Customer Reviews

I am diehard Seattle Seahawks fan & have become a huge fan of Pete Carroll (the person) ever since he took over the reins of the 'Hawks. The dude has such an amazing outlook on life & you can make parallels to the football field, to the business world, to your personal life etc. You get some great insights into the "behind the scenes" type of things throughout Carroll's coaching career as well. I highly recommend this book to ANY football fan or anyone in general, striving to be their best self everyday. GOHAWKS!!!

Nobody has ever won 7 consecutive conference titles or played in 7 straight BCS bowl games before Pete Carroll did it at USC. This is a great look into the philosophy that made this extraordinary level of success possible. For the football fan, it relives moments from some of the great victories at USC, as well as coaching experiences in the NFL. It also talks about the implementation of the Win Forever philosophy with the Seattle Seahawks, following the same rules of competition and positive reinforcement that created the run by the Trojans. For the teacher, youth sports coach, or business person, the book provides a great structure for identifying your own philosophy and creating success around that core belief. Finally, it is a great story of reaching out to the community in the program and the great opportunities to touch the lives of many people. You may be surprised to learn what was Coach Carroll's most memorable on-field moment with USC. Pete Carroll has directed all of his personal earnings from the book to his foundation, A Better LA, which has a successful program of reducing gang violence.

My husband asked for this. He isn't much of a reader which is why he got the book on CD but he really enjoyed it and learned a lot.

I found it to be very insightful and the principles presented as being applicable to anything in life . Very positive.

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