



Winners are Driven: A Champion's Guide to Success in Business and Life

By Bobby Unser, Paul Pearse, Roger Penske

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Winners are Driven: A Champion's Guide to Success in Business and Life, Bobby Unser, Paul Pearse, Roger Penske, Praise for WINNERS ARE DRIVEN "The basic principles in becoming a world champion automobile racer, successful businessman, and human being are exactly the same principles that must be utilized by anyone in order to attain success. The many examples of good sportsmanship, the emphasis on family, the importance of customers, and good customer relationships are so very important in life today. Unser is a man who has lived his life to the fullest, accomplished so very, very much, and yet been true to his friends, his family, his competitors, and is the epitome of success." -Barron Hilton, Chairman, Hilton Hotels "A wild ride with a racing legend. Bobby is still going 100 mph as he shares his life strategy for success. Nothing fancy, just good ol' Unser common sense." -Doug Sellars, Coordinating Producer, Fox Sports Net "As a member of a family involved in American automobile racing for over 80 years, I find Bobby Unser's Winners Are Driven unique in comparing what it takes to be successful in the racing world...



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