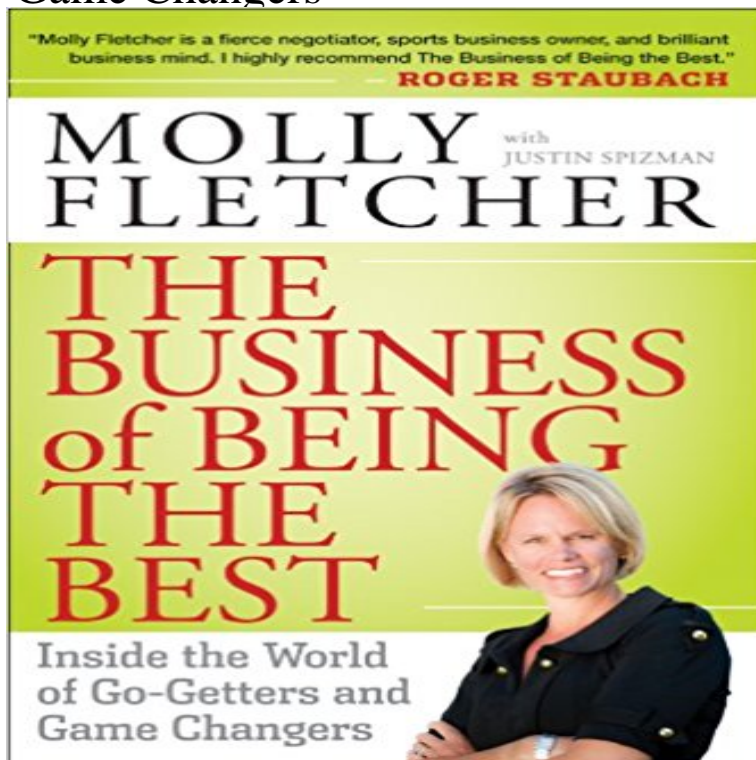


# The Business of Being the Best: Inside the World of Go-Getters and Game Changers



How the very best get to and stay at the top. From the arenas of professional sports to the boardrooms of major businesses, a thin slice of peak performers dominates every field. What is their secret to success? Few people know what drives these world-leaders like sports agent Molly Fletcher. Not only has Fletcher herself risen to the top of a tough, male-dominated field, CNN dubbed her the female Jerry Maguire, but she has also represented hundreds of successful athletes, coaches, and broadcasters in baseball, golf, basketball, and football. Her experience reveals exactly what it takes to play like the best. Breaks success into accessible strategies like smart negotiation, likability, and personal brand-building. Features interviews with such notables as Home Depot cofounder and Atlanta Falcons owner Arthur Blank, future Hall of Fame pitcher John Smoltz, and football legend Roger Staubach. Connects high performance to values by showing how the best give back. No matter what you do or what game you play, Fletcher's authoritative and inspirational look at the top 1 percent will help you win.

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