

Relentless

Start Something

From Good to Great to Unstoppable

"From the elite performance coach for Michael Jordan, Kobe Bryant, Dwyane Wade, and many others-and the author of the powerful bestseller Relentless-a no-holds-barred formula for winning that is ideal for business people, athletes, and anybody wanting to achieve success. In Relentless, Tim Grover showed that you need to be tough and ruthless-toward others and yourself-to achieve your goals. Now, in Winning he takes that skill repertoire to an even higher level, demonstrating why he is one of the world's most sought-after mindset experts. Based on three decades of work with elite competitors like Michael Jordan, Kobe Bryant, and Dwyane Wade, Winning challenges you to destroy every obstacle in your path, even if, at the moment of greatest triumph, it may be all taken away. Whether you're an athlete striving to win, an entrepreneur building a business, a CEO managing an empire, a salesperson looking to close a deal, or a high achiever determined to stand in the winner's circle, Winning offers thirteen key principles for ramping up your performance to the maximum. If you're addicted to the taste of success and crave more, then you're ready for the results-driven performance formula found here. And if you're already winning and want to learn how to execute excellence repeatedly-so you can own not just this moment, but the next, and the next-then Winning is for you"--

An award-winning trainer draws on experience with such top athletes as Michael Jordan, Kobe Bryant and Ken Griffey, Jr. to explain how to tap dark competitive reflexes in order to succeed regardless of circumstances, explaining the importance of finding internal resources and harnessing the power of personal fears and instincts.

NEW YORK TIMES BESTSELLER Bill Belichick: "Julian is the epitome of competitiveness, toughness, and the great things that are possible when someone is determined to achieve their goals." Tom Brady: "It's a privilege for me to play with someone as special as Julian." The Super Bowl champion wide receiver for the New England Patriots shares his inspiring story of an underdog kid who was always doubted to becoming one of the most reliable and inspiring players in the NFL. When the Patriots were down 28-3 in Super Bowl LI, there was at least one player who refused to believe they would lose: Julian Edelman. And he said so. It wasn't only because of his belief in his teammates, led by the master of the comeback, his friend and quarterback Tom Brady-or the coaching staff run by the legendary Bill Belichick. It was also because he had been counted out in most of his life and career, and he had proved them all wrong. Whether it was in Pop Warner football, where his Redwood City, California, team won a national championship; in high school where he went from a 4'10", 95-pound freshman running back to quarterback for an undefeated Woodside High team; or college, where he rewrote records at Kent State as a dual-threat quarterback, Edelman far exceeded everyone's expectations. Everyone's expectations, that is, except his own and those of his father, who took extreme and unorthodox measures to drive Edelman to quiet the doubters with ferocious competitiveness. When he was drafted by the Patriots in the seventh round, the 5'10" college quarterback was asked to field punts and play wide receiver, though he'd never done either. But gradually, under the tutelage of a demanding coaching staff and countless hours of off-season training with Tom Brady, he became one of the NFL's most dynamic punt returners and top receivers who can deliver in the biggest games. Relentless is the story of Edelman's rise, and the continuing dominance of the Patriot dynasty, filled with memories of growing up with a father who was as demanding as any NFL coach, his near-constant fight to keep his intensity and competitiveness in check in high school and college, and his celebrated nine seasons with the Patriots. Julian shares insights into his relationships and rivalries, and his friendships with teammates such as Tom Brady, Wes Welker, Matt Slater, and Randy Moss. Finally, he reveals the story behind "the catch" and life on the inside of a team for the ages. Inspiring, honest, and unapologetic, Relentless proves that the heart of a champion can never be measured.

Relentless Souls

The Power of Knowing What You Don't Know