



Eleven Rings: The Soul of Success

By Phil Jackson, Hugh Delehanty

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Eleven Rings: The Soul of Success By Phil Jackson, Hugh Delehanty

The inside story of one of basketball's most legendary and game-changing figures

A New York Times **bestseller**

During his storied career as head coach of the Chicago Bulls and Los Angeles Lakers, Phil Jackson won more championships than any coach in the history of professional sports. Even more important, he succeeded in never wavering from coaching his way, from a place of deep values. Jackson was tagged as the “Zen master” half in jest by sportswriters, but the nickname speaks to an important truth: this is a coach who inspired, not goaded; who led by awakening and challenging the better angels of his players’ nature, not their egos, fear, or greed.

This is the story of a preacher’s kid from North Dakota who grew up to be one of the most innovative leaders of our time. In his quest to reinvent himself, Jackson explored everything from humanistic psychology and Native American philosophy to Zen meditation. In the process, he developed a new approach to leadership based on freedom, authenticity, and selfless teamwork that turned the hypercompetitive world of professional sports on its head.

In *Eleven Rings*, Jackson candidly describes how he:

- Learned the secrets of mindfulness and team chemistry while playing for the champion New York Knicks in the 1970s
- Managed Michael Jordan, the greatest player in the world, and got him to embrace selflessness, even if it meant losing a scoring title
- Forged successful teams out of players of varying abilities by getting them to trust one another and perform in sync
- Inspired Dennis Rodman and other “uncoachable” personalities to devote themselves to something larger than themselves
- Transformed Kobe Bryant from a rebellious teenager into a mature leader of a championship team.

Eleven times, Jackson led his teams to the ultimate goal: the NBA championship—six times with the Chicago Bulls and five times with the Los Angeles Lakers. We all know the legendary stars on those teams, or think we do. What *Eleven Rings* shows us, however, is that when it comes to the most

important lessons, we don't know very much at all. This book is full of revelations: about fascinating personalities and their drive to win; about the wellsprings of motivation and competition at the highest levels; and about what it takes to bring out the best in ourselves and others.

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Editorial Review

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Phil Jackson won an unprecedented 11 championship rings as an NBA coach (6 with the Chicago Bulls and 5 with the Los Angeles Lakers). He begins this memoir with a brief exploration of his childhood as the son of two practicing ministers, an experience that laid the foundation for his approach to coaching. As a young man, Jackson realized he couldn't accept his parents' faith, but he explored any number of religions and consciousness-raising movements to satisfy his spiritual yearnings. To a casual fan, meditation, Buddhism, and Native American spirituality may seem an odd mix of resources with which to motivate highly paid, often egocentric professional athletes. Jackson, however, made it work, combining sincerity with a message of teamwork and trust; of course, a healthy dose of basketball acumen didn't hurt, either. Jackson's story, augmented by behind-the-scenes anecdotes involving Michael, Shaq, Kobe, and others, makes for great reading. Hoop fans: read this alongside Bob Knight's recent *The Power of Negative Thinking* (2013) and then determine which coaching style would motivate you more and improve your life outside of basketball. -Wes Lukowsky

Review

"Through candor and comprehensiveness, Jackson writes a convincing revisionist take, in which he emerges as an excellent coach...highly readable...reflects Jackson's polymathy."—*The New York Times Book Review*

"Part sports memoir, part New Age spirit quest, part pseudo-management tract...But the primary thing with Jackson — as with all the old bards, who were also known for repeating themselves — is the voice."—Sam Anderson, *The New York Times Magazine*

"The legendary Bulls and Lakers leader's new book finally enlightened me to Jackson's lifelong dedication to the game."—*The Atlantic*

"He tells you at different times to see beyond what is seen and to hear the unheard...applicable to groups in any walk of life."—*The Bleacher Report*

About the Author

PHIL JACKSON is arguably the greatest coach in the history of the NBA. His reputation was established as head coach of the Chicago Bulls from 1989-1998; during his tenure, Chicago won six NBA titles. His next team, the Los Angeles Lakers, won five NBA titles, from 2000 to 2010. He holds the record for the most championships in NBA history as a player and a head coach. He also has the highest winning percentage of any NBA coach (.704). Jackson was a player on the 1970 and 1973 NBA champion New York Knicks. In 2007 Jackson was inducted into the Basketball Hall of Fame.

A former editor for *Sports Illustrated* and *People*, HUGH DELEHANTY is the co-author with Phil Jackson of the bestselling memoir, *Sacred Hoops*.

Users Review

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Brian Rankins:

The book *Eleven Rings: The Soul of Success* make you feel enjoy for your spare time. You can utilize to make your capable far more increase. Book can to become your best friend when you getting pressure or having big problem together with your subject. If you can make reading a book *Eleven Rings: The Soul of Success* being your habit, you can get much more advantages, like add your current capable, increase your knowledge about a few or all subjects. It is possible to know everything if you like open and read a book *Eleven Rings: The Soul of Success*. Kinds of book are several. It means that, science reserve or encyclopedia or other individuals. So , how do you think about this book?

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Maria Gray:

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