



The John Wooden Pyramid of Success: The Authorized Biography, Philosophy and Ultimate Guide to Life, Leadership, Friendship and Love of the Greatest Coach in the History of Sports

By Neville L. Johnson

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The John Wooden Pyramid of Success features the words and values of the master: the official Pyramid of Success Lecture, Coach Wooden's favorite maxims, interviews with him about his life and philosophy, and thirty photos of Wooden throughout his life. Wooden is the consummate businessman, who during the last twelve years of his job obtained a virtual monopoly on the national title for collegiate basketball. Learn how he did so as the master strategist, psychologist, motivator, and example. Husband, father, friend, educator, poet, athlete, Hoosier, and just plain great guy, Coach Wooden's story and approach to life is an inspiration for all ages. At last, the complete story is told. For the inside story of a true hero in sports and life, this is indispensable and joyous reading. Features original interviews with his family, players, and friends. "(The Pyramid of Success) is a very effective blueprint for life." --Kareem Abdul-Jabbar, Basketball Hall of Famer

"The Pyramid is very simple, very clear, and it makes sense. It's a tremendous motivational tool for self-esteem, personal development." --Walt Hazzard, Olympic Gold Medalist

". . . the greatest teacher of all time . . . I'd take a look at this book. It's a very, very good read. --Jim Rome, national sports broadcaster

"A wonderful book . . . It's a book not only enjoyable for basketball fans but should be shared with kids." --Larry Grossman, ESPN Radio

"Everything anyone could possibly want to know about the UCLA basketball coach. If you're a fan [it's] worth the price . . ." --Larry Stewart, *Los Angeles Times*

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Editorial Review

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From the Publisher

John Wooden, owner of many unequaled and mostly unapproachable records, coached the legendary UCLA basketball teams to ten national championships between 1963 and 1975. He is without question the best coach in the history of collegiate basketball. His accomplishments on the court alone make him a fascinating person. But Coach Wooden is much more--a philosopher and creator of the Pyramid of Success, which is a plain-spoken guide to achieving success that is packed with good, honest common sense. The Pyramid of Success is about balance and love--what Wooden says are the two most important ingredients in a person--and how to nurture those attributes in one's self and others.

In this authorized Wooden biography, you will find the wisdom of this extraordinary man. Wooden has allowed rare access to members of his family--brothers, children and grandchildren who for the first time take you into his home life--as well as superstar athletes (Kareem Abdul-Jabbar, Bill Walton, Willie Naulls, Walt Hazzard, Gail Goodrich, Sidney Wicks plus many others) and nationally known broadcasters. You will also meet Ann Meyers-Drysdale, one of the greatest female basketball players in history. New to this edition are interviews with H.R. "Bob" Haldeman, (former Chief of Staff to President Richard Nixon) with whom Wooden maintained his friendship, even during his incarceration; Jack Tobin, the co-author of Wooden's autobiography, *They Call Me Coach*; and Andy Hill, a former UCLA player who went on to be a top entertainment executive and who co-authored with Wooden the recent best-seller, *Be Quick But Don't Hurry*.

From the Inside Flap

The Authorized Biography, Oral History, Philosophy and Ultimate Guide to Life, Leadership, Friendship and

Love of the Greatest Coach in the History of Sports. Revised Second Edition

For anyone seeking to be a better person, achieve peace of mind, live a life of dignity, or help others, this is the right book!

John Wooden, owner of many unequaled and unapproachable records, coached the legendary UCLA basketball teams to ten national championships between 1963 and 1975. He is probably the greatest coach in the history of sports. His accomplishments on the court alone make him a fascinating person. But Coach Wooden is much more—philosopher and creator of the Pyramid of Success, a guide to achieving that is plain-spoken, honest common sense, helpful to all.

For this book, Wooden allowed rare access to members of his family and for the first time, takes you into his home life. You will read numerous first person accounts from those he has touched, including such superstars as Kareem Abdul-Jabbar, Bill Walton, and Ann Meyers-Drysdale, and travel through Indiana meeting those whom he has profoundly influenced, some as long ago as the 1920s.

For those who teach or lead, these are the words and values of the master: the official Pyramid of Success lecture, Coach's favorite maxims, and interviews with him about his life and philosophy. This is the first biography (and the only ever authorized) of him in thirty years. At last, the complete story is told.

For those interested in organization, team-work, and goal-achievement, Wooden is the consummate businessman, who during the last twelve years of his job obtained a virtual monopoly on the national title for collegiate basketball. Learn how he did so as the master strategist, psychologist, motivator, and example.

Husband, father, friend, educator, poet, athlete, and Hoosier, Coach Wooden's story and approach to life is an inspiration to all ages. This is a book about balance and love, and how to nurture those attributes in one's self and others.

For the inside story of a true hero in sports and life, this is indispensable and joyous reading, affording the reader a proven perspective on life, love and the meaning of success.

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Willie Thacker:

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