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Beyond Xs and Os: What I Learned About Friendship and Success from a College Football Legend

By Thomas J. Berthel, Hayden Fry

Skyhorse Publishing, United States, 2015. Paperback. Book Condition: New. Reprint. 224 x 152 mm. Language: English . Brand New Book. Tom Berthel first met Hall of Fame football coach Hayden Fry when, in the mid-1980s, his investment firm, Berthel Fisher Co., became a corporate sponsor of the University of Iowa Athletic Department. This business partnership not only helped Berthel Fisher establish a winning public image, but it also gave birth to one of the most important and enduring friendships of Tom Berthel's life. Fry became a mentor and father figure to Berthel, and the wisdom Fry bestowed on him through their mutual friendship taught Berthel invaluable lessons in leadership, motivation, and what it takes to be a winner in business and in life. These are the lessons that form the core of *Beyond Xs and Os*. In the book, Tom Berthel recounts the many lessons he learned from Coach Fry--some but not all related to football--and explains how they helped shape his life and business. In each chapter, Berthel outlines a specific lesson he learned from Coach Fry, explains how he integrated these philosophies into his business and personal life, and offers advice to help readers apply them to...

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