

# Business Leadership and the Lessons from Sport

By H. Westerbeek, A. Smith


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Sport represents a very intense and dynamic form of competition for individuals and for teams. Many of the themes of business, including leadership, teamworking, mentoring and coaching, strategy, innovation, etc. occur in sport in a very acute and focused way and will determine success or failure. With the use of compelling international examples the authors show how sport provides crucial leadership lessons for business.

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#### Review

'A wealth of sporting anecdotes provides readers with a funnel to refine and communicate their thoughts and ideas about leadership off the field. There are also some terrific sports stories such as the controlled egos in the 1992 US men's basketball team. If you like to communicate on leadership and teamwork via sporting analogies (as I do) then this book provides a wealth of material.' - Michael O'Keeffe, The Australian Financial Review

'Normally we would run a four-minute mile to avoid any book that draws business lessons from sports. 'Business as sport' is the second most common cliché in management, right on the heels of anything comparing business to a military battlefield. Westerbeek and Smith's contribution, however, is both intelligent and readable; it confronts the well-worn analogies that we've all heard, and neatly surmounts them.' - Harvard Business Review

#### About the Author

HANS WESTERBEEK is Associate Professor of Sport Marketing at La Trobe University, Melbourne, Australia and is a director of Manage to Manage. He is President of the Sport Management Association of Australia and New Zealand, as well as President of The Netherlands Chamber of Commerce in Australia. He has acted as a consultant to numerous sport organisations and the corporate sector in Europe and Asia-Pacific. He is co-author of several books including, *Sport Business in the Global Marketplace* and *The Sport Business Future*.

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