Praise for WINNERS ARE DRIVEN  The basic principles in becoming a world champion automobile racer, successful businessman, and human being are exactly the same principles that must be utilized by anyone in order to attain success. The many examples of good sportsmanship, the emphasis on family, the importance of customers, and good customer relationships are so very important in life today. Unser is a man who has lived his life to the fullest, accomplished so very, very much, and yet been true to his friends, his family, his competitors, and is the epitome of success.

--Barron Hilton, Chairman, Hilton Hotels  A wild ride with a racing legend. Bobby is still going 100 mph as he shares his life strategy for success. Nothing fancy, just good ol’ Unser common sense.

--Doug Sellars, Coordinating Producer, Fox Sports Net  As a member of a family involved in American automobile racing for over 80 years, I find Bobby Unser’s Winners Are Driven unique in comparing what it takes to be successful in the racing world and how it applies to one’s business and personal life. . . . With Bobby’s insight and gut instincts he effortlessly crosses over from racing to life in general.

--William D. Loadvine, Executive Director of Advancement, University of Southern California  Bobby’s drive and passion have fueled his incredible success both on and off the track, and his story translates into invaluable life lessons for us all.

--Jeff Bliss, President, The Javelin Group

Former President/CEO Sara Lee Olympic Partnership  This book depicts the life of Bobby Unser from his humble beginnings in the heartland to his many accomplishments. It spells out the philosophy of the great American spirit, the driving force of professional sports, and the necessity of having the presence of outstanding leaders and human beings throughout the world today.
Gregory R. Dillon, Vice Chairman and Director Emeritus, Hilton Hotels

Over thirty-five years ago, early in my ABC Sports career, I first met Bobby Unser. As one of this country’s premier drivers, Bobby seemed to be at or near the front of each race. While attaining renown on the track, off the track he was gracious to the media and racing fans. When he retired, we hired Bobby as ABC Sports’s color commentator for Indianapolis-car racing. For nine years he performed very professionally and very colorfully. Bobby Unser, successful on the track and off . . . still going strong.

Dennis Lewin, Senior Vice President Broadcast Planning

The National Football League

My Personal Review:
Bobby Unser was a very successful race car driver. This book shows that he always is a successful business man. Not being a racing fan, I wasn't too excited at first, but I enjoy reading motivational and self-improvement books, so I thought I'd check it out. Although I wouldn't say it turned me into a racing fan, I got to appreciate the scientific and sporting aspects of racing. The advice given, although not earth-shattering, is both true and effective. For example, he talks about the desire to succeed and how this is a necessary fuel for winning. Many other self-development authors speak about this much as well. However, He gives vivid examples from his racing career and from other anecdotes of friends and acquaintances. These examples are well-chosen because they are inspiring. This is similar to other sections of his book. Bobby Unser seems to be very principle oriented as well as a man of integrity. He talks about instances where he could have turned his back on a commitment for monetary gain or to get on a better racing team (he made it seem like it was a somewhat common occurrence in auto racing), but he stayed true to his commitment and it ended benefiting him in the end. This is refreshing considering some of the stereotypes of big business today where the search for a dollar seems to be the guiding principle sometimes. I highly recommend this book. Even though it has a lot of auto racing stories, Unser tells them in a way that non-fans would really enjoy them and get motivation from their example.

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