

The Way of the Champion: Lessons from Sun Tzu's The art of War and other Tao Wisdom for Sports & life

By Jerry Lynch Ph.D., Chungliang Al Huang

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Martial artists, great warriors, coaches, generals, and successful corporate CEOs have all effectively used the strategies for winning found in Sun Tzu's *Art of War*.

Authors Jerry Lynch and Chungliang Al Huang, using lessons from the *The Art of War*, as well as other ancient Taoist books such as the *I Ching* and *Tao Te Ching*, teach readers to develop the capacities and qualities that make a champion-such as high self-esteem, courage, fortitude, determination, perseverance, tenacity, self-awareness, integrity, the ability to take risks, and the ability to learn from failure.

The emphasis on self-awareness, tactical positioning, and strategic advantage means that practitioners win through inner growth and self-improvement-giving them a universal competitive edge.

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Editorial Review

Review
"In his book, *The Way of the Champion*, Jerry Lynch is right on target. he presents specific, practical lessons for mental toughness, leadership and winning as a champion, not only in sports but for the bigger game of life as well." —**Coach Dean Smith, University of North Carolina men's basketball, National Champions**

"I count Jerry Lynch as a friend who has given me encouragement and informative to make a difference in helping myself and athletes reach their potential." —**Phil Jackson, coach of three time World Champion Los Angeles Lakers**

"We believe in Dr. Lynch's approach in this book. It is brilliant in its simplicity and rich in content. The principles in this book have definitely helped us to win five national championships." —**Coach Bob Hansen, University of California, Santa Cruz**

"Jerry's wisdom has helped me to discover who I am and what I can be. I highly recommended his work." —**Danny Ferry, former Pro Basketball champion with San Antonio Spurs and now General Manager of Cleveland Cavaliers**

"Dr. Lynch has helped guide us through seven consecutive national championships. The concepts and lessons in this book have helped us perform in such a way as to realize our highest potential." —**Cindy Timchal, coach of University of Maryland's women's championship lacrosse team**

About the Author
Jerry Lynch, Ph.D. and ***Chungliang Al Huang*** are the authors of several books, including *Thinking Body, Dancing Mind*. They have published extensively on the relationship of the Tao to performance.

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