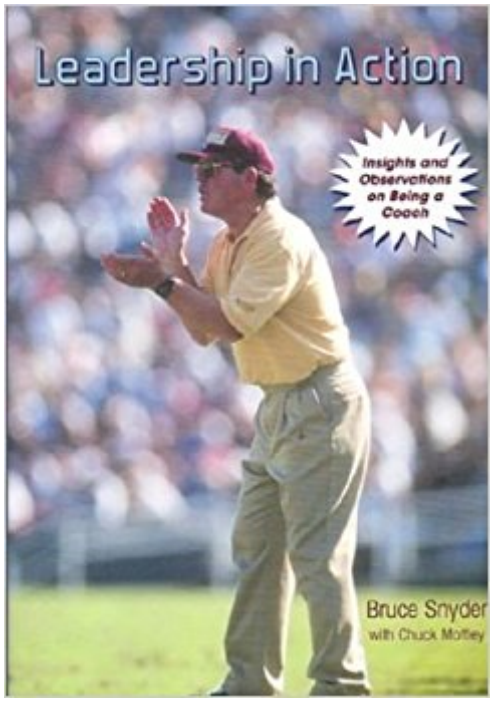
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Leadership In Action: Insights And Observations On Being A Coach



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Synopsis

Presents an insightful overview of Coach Bruce Snyder’s leadership style both on and off the field. In this inspirational and thoroughly enjoyable book, Coach Snyder addresses a diverse range of topics, including: How to develop a coaching philosophy, problem solving, building a coaching staff, establishing principles for recruiting, how to turn failure into success, working with coaches and players, handling adversity, promoting team concepts, advancing professionally, and more. Ideal for coaches and team leaders in football and in any sport or organization.

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Customer Reviews

Bruce Snyder is an offensive assistant football coach a the University of Nevada-Las Vegas, under head coach John Robinson. Widely regarded as one of the best coaches in the game, Snyder has had an impressive career. From 1992-2000, he served as the head coach at Arizona State. In nine seasons at the helm of the Sun Devils, he led ASU to a 58-35 record and four postseason bowl appearances. Prior to arriving at ASU, he completed a highly successful five-year stint as the head coach at the University of California, where he registered a 29-4-4 record with two bowl victories. A 1963 graduate of the University of Oregon, where he played linebacker and fullback as a two-way starter for the Ducks, Snyder began his coaching career at Sheldon High School in Eugene, Oregon in 1963. Subsequent coaching stops included Oregon, New Mexico State, Utah, Southern Cal, and Utah State, where he led the Aggies to a share of two PCAA conference championships. He then spent four years as an assistant coach on the staff of the Los Angeles Rams before accepting the Cal job in 1987. Snyder was named the 1996 consensus National Coach of the Year when he won

13 major coach-of-the-year awards. Chuck Mottley has coached football at the intercollegiate, high school, and Pop Warner levels. He runs an annual kicking camp in Scottsdale, Arizona.

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