



What Business Can Learn from Sport Psychology: Ten Lessons for Peak Professional Performance (Paperback)

By Consultant Neurologist Martin Turner, Jamie Barker

Bennion Kearny Ltd, United Kingdom, 2014. Paperback. Book Condition: New. 221 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.How are the best athletes in the world able to function under the immense pressure of competition? By harnessing the potential of their minds to train smart, stay committed, focus, and deliver winning performances with body and mind when the time is right. The mental side of performance has always been a crucial component for success - but nowadays coaches, teams, and athletes of all levels and abilities are using sport psychology to help fulfil their potential and serve up success. It goes without saying that business performance has many parallels with sporting performance. But did you realize that the scientific principles of sport psychology, used by elite athletes the world over, are being used by some of the most successful business professionals? Performance - in any context - is about utilizing and deploying every possible resource to fulfil your potential. This book is about getting into a winning state of body and mind for your performance - whatever that might be - sales pitches, presentations, leadership, strategic thinking, delivery, and more. In What Business Can...



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