



Winning Was Never the Only Thing.

By Don Miller

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.A quote widely attributed to Vince Lombardi, but actually first used by UCLA coach Red Sanders in the 1930s, Winning is not everything, it is the only thing, became the mantra for athletic coaches in the United States beginning in the early 1960 s. Lombardi did use the quote and due to his success as the head coach for the Green Bay Packers, the quote became widely accepted as a coaching commandment. It was used repeatedly on motivational locker room posters, at coaching clinics, in pregame speeches and during athletic banquets. Like many young coaches, I sang Lombardi s hymn and began to worship before that most sacred alter known as Southern Football. Over time I discovered that while winning is certainly important and much more fun and preferable to losing, the people that I crossed paths with had become more important than the wins and losses themselves. Lombardi, himself, back pedaled on the quote saying that what he meant to say was Winning is not everything but making the effort to win is. After forty one years,...



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