



## The Bald Truth: Secrets of Success from the Locker Room to the Boardroom (Hardback)

By David Falk

POCKET BOOKS, United States, 2009. Hardback. Condition: New. Language: English . Brand New Book. Superagent David Falk -- the man who called the shots for some of the greatest heroes in the history of basketball -- reveals the innovative business secrets that catapulted him to the top of his game. David Falk is the most successful agent in the game of basketball. He has represented more NBA first-round draft selections, lottery picks, Rookies-of-the-Year, and All-Stars than anyone else in the business. He changed the NBA's entire salary structure with a unique approach to negotiations that garnered some of the biggest contracts in league history, including Alonzo Mourning's \$100-plus million contract with the Miami Heat -- the first ever in professional sports. His groundbreaking Nike deal for Michael Jordan, the most successful endorsement relationship in history, revolutionized basketball by creating the game's first commercial superstar. Basketball Digest called Falk one of the sport's most influential people, second only to NBA commissioner David Stern. In *The Bald Truth*, Falk, respected throughout the industry as an innovator, candidly unveils the business secrets that have fueled his extraordinary success. For the first time, he shares the fascinating insider details of how he...



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