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Marketing Your Dreams: Lessons in Business and Life from Bill Veeck

Pat Williams, Roger Kahn

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Bill Veeck marketed, promoted, and sold baseball like no one before him and like no one since. Influenced and inspired by the classic sports book *Veeck: As in Wreck*, veteran author and motivational speaker Pat Williams has penned his 19th book, *Marketing Your Dreams: Lessons in Business and Life from Bill Veeck*. Williams, senior vice president of the NBA's Orlando Magic, insists that *Marketing Your Dreams* isn't a Bill Veeck biography; instead, it's a book about success, a book about one of the most relentless and fascinating personalities in the history of organized sports. It's a book about extracting Veeck's traits and concentrating them into their purest form so that the reader can pull the same kind of inspiration from the master that Williams did.

So whether you're a sports fan, a businessman, a marketer, or a promoter, *Marketing Your Dreams* will be a book that you'll turn to over and over again.

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