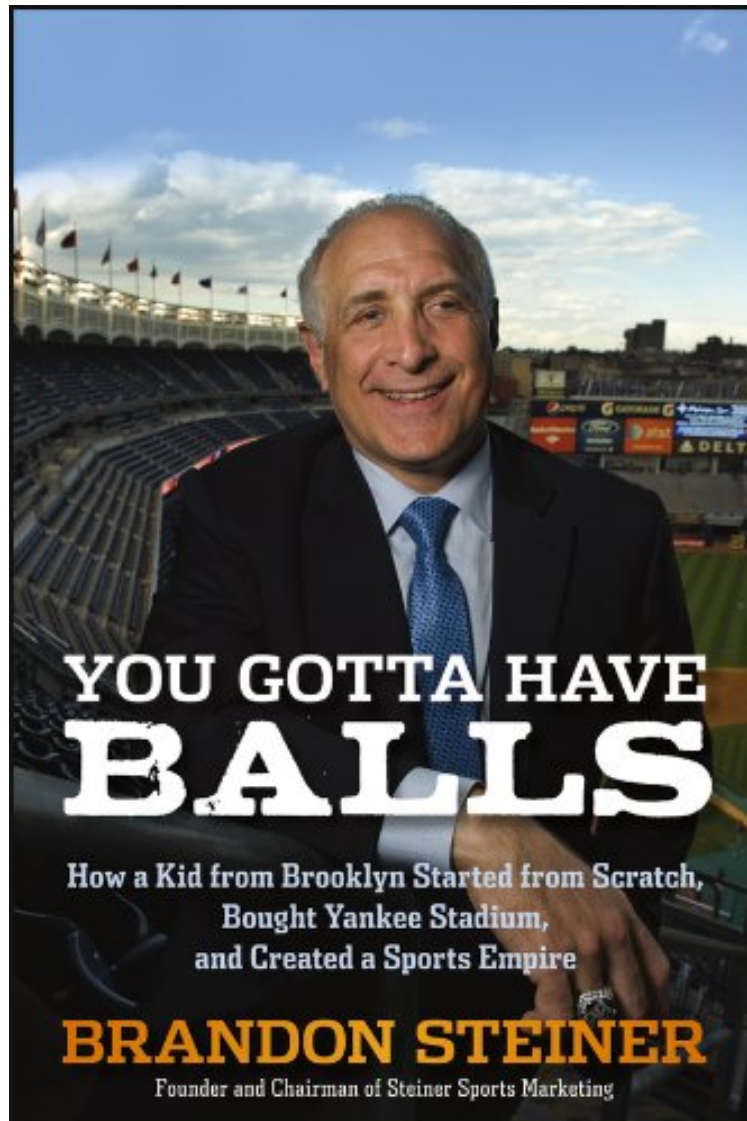


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You Gotta Have Balls: How a Kid from Brooklyn Started From Scratch, Bought Yankee Stadium, and Created a Sports Empire

Brandon Steiner

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Brandon Steiner : You Gotta Have Balls: How a Kid from Brooklyn Started From Scratch, Bought Yankee Stadium, and Created a Sports Empire before purchasing it in order to gage whether or not it would be worth my time, and all praised You Gotta Have Balls: How a Kid from Brooklyn Started From Scratch, Bought Yankee Stadium, and Created a Sports Empire:

0 of 0 people found the following review helpful. Steinerisms will lead you think of "What Else"?By Marlin T.

Carlson Enjoyed this book immensely as Mr. Steiner details his rags to riches story with humble pride! Mr. Steiner is a true producer as he knows what it takes to be successful and that is good 'ole fashion hard work perseverance. He references that sometimes our paths in life are dictated for a reason, but this book can inspire anyone to believe in your dreams and to go after them as if there is no tomorrow! I enjoy his candor and his "What else?" ideology. You will face adversity in life ... in all aspects, but he details that you must keep moving forward! His Steinerisms will hit close to home (not talking Yankee Stadium): #2, #28 #31 will get you on the right path to doing what you love to do! The book is a very enjoyable read and will motivate you to be better at what you currently do ... no matter what industry you work in! 0 of 0 people found the following review helpful. Really Puts Your World In Perspective By Seth Kaufman This is a great book not only for people interested in sports, or how Brandon Steiner got started with Steiner Sports, but really for anybody from someone looking to be an entrepreneur to the average grocery store worker. Anyone. And most importantly, it applies to anybody and any situation in your life. "What Else". That should really be the motto that each person who reads this book lives their life by. It really makes you reevaluate everything you've done in your life up to this point, and put in perspective some things you want to accomplish in your life. This book can be your role model for all things you want to accomplish in your life, and "what else" can be the overarching theme behind everything you do. If you really want to be taken by the hand from somebody who truly built his own empire from nothing but hard work and instincts, then read this book as Brandon Steiner walks you through each step of his life. Everything from what caused him to be so super motivated as a child, to how that motivation carried him all the way through college and to finding his dream job and building his own company, all while meeting people and accomplishing things he never thought possible. In reading the book, I took notes the whole time and each time he applied a concept or "Steinerism" to his life, I tried to apply an example to my own life and see if there was somewhere I can apply "what else". Perhaps my favorite Steinerism after reading the book that I need to apply to my own life is the following: "Vision without action is hallucination". Meaning, get this book and truly try and read it and sit down and understand and think about how it applies to your life, and then take action and really implement change. It can be a powerful tool! 0 of 0 people found the following review helpful. "Win Win" Great motto that he lives by. By Jim Serger Giving people, patrons, kids, adults more than they need is what I learned from this book. Brandon from his early childhood saw a window that he needed to create a positive/fulfilling future for not only him but for his friends, mom, business partners and of course for all sports fans and fanatics about memorabilia. He is an epic man, with a epic vision. He not only created the buzz word around everything he touched, but he created the "Buzz Word" for others as well. He is not a selfish guy at all, and in this book I feel that was reflected. Great read about a man who kept climbing the ladder and created his own path, he was not afraid to take risks--some paid off and others he is still waiting on. But life without a little risk here and there, is boring life--he not only challenged himself, but he challenged others and that created a win win environment.

A Brooklyn kid hustles his way to the top of a sports marketing and memorabilia empire Brandon Steiner went from a kid who sat in the nosebleed seats at Yankee and Shea Stadiums to CEO of Steiner Sports Marketing Inc., one of the largest sports marketing and memorabilia companies in the United States, with an inventory of more than 10,000 collectibles. You Gotta Have Balls details Steiner's multiple entrepreneurial adventures, where he has both learned and taught others his fair share of "rules." Along the way, he developed some of the most innovative approaches to business--methods that many of today's companies would be wise to observe and employ themselves. You Gotta Have Balls follows Steiner on his pathway to success by demonstrating the business philosophies that allowed him to become the powerful magnate that he is. These ideals include: First to market is everything Ask "What Else?" when working with clients to enhance relationships and elicit more business Don't expand just for the sake of expanding; do it in areas and industries where your passion lies How to train employees while they're in the minor leagues to prepare them for the majors Learn to clearly identify ways to help others rather than sell to them, to align employees and partners with their strengths, and to discover a path where you're most likely to succeed.

.com Exclusive: Brandon Steiner's Six Truths of Business