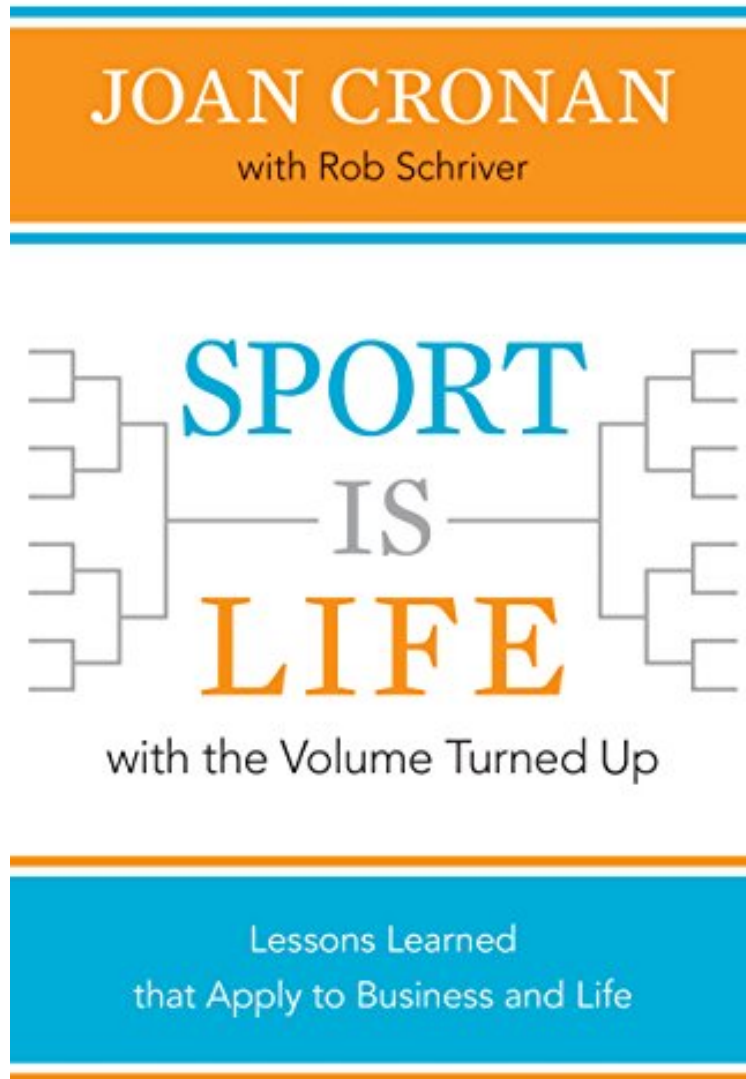


Sport Is Life with the Volume Turned Up: Lessons Learned That Apply to Business and Life

Joan Cronan, Rob Schriver

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0 of 0 people found the following review helpful. A Guide for Living a Great LifeBy MitchCarnellJoan has written an outstanding book. It is filled with wonderful examples of how to move ahead when your path seems blocked. She

discovered her mission when she was not permitted to play Little League ball because she was the wrong gender. Joan set out to change that and she did for all the girls and women who followed her. Joan's book is full of heart warming stories, but it does not neglect the trials of a true pioneer. She gives great directions for obtaining a successful life and bolsters them with wonderful quotations. Under-girding Joan's success is a devoted Christian, wife, and mother. Joan has the heart of a giant. She makes better everything that she touches. She is right when she applies all of these lessons learned to life and business. 1 of 1 people found the following review helpful. Loved it. By Renee B Motivational and inspirational, for Lady Vol fans or for those who couldn't differentiate a basketball from a football. Loved it. 0 of 0 people found the following review helpful. Buy this book! By tracktrek This is a great book from a lady who shaped athletics in this country. Her ideology works both in the business world as well as the emotional arena of sports.

In *Sport Is Life with the Volume Turned Up*, Joan Cronan offers a refreshing and innovative perspective on strengthening performance and achieving success in both the business world and everyday life. During her twenty-eight years as Women's Athletics Director for the University of Tennessee, Cronan built one of the most prominent and respected women's athletics programs in the nation, resulting in ten NCAA titles and twenty-four SEC Tournament Championships for the Lady Vols during her tenure. She reveals in her book what happened behind the scenes in constructing a successful, nationally renowned women's athletics program—and it turns out that game days were only part of the story. Cronan's lighthearted stories and succinct business tips will draw you in until you feel like you are present for every victory she describes on the court and in the workplace. Cronan's business acumen and passionate approach to positive change will arm you with the outlook and the tools you need to revolutionize the professional and personal spheres in your life.

Joan and Pat Summitt were what I call 'glass cutters' in building the Tennessee women's athletics program. They did not break the glass ceiling; they carefully carved their way through. —Sally Jenkins, Washington Post
Joan has the ability to bring out the best in people and provide them with the skills to be the best that they can be. It's refreshing that despite all her vast accomplishments Joan remains humble and sincere. —Robin Roberts, co-anchor, Good Morning America
Whether you're in the board room or the locker room, there is nothing more important than teamwork. Joan Cronan is a gifted leader of teams, whose passion and devotion has led generations of athletes to be the very best that they can be. Her learning and experience can be a hugely valuable lesson to us all. —Kenneth W. Lowe, Chairman, President, and CEO, Scripps Networks Interactive