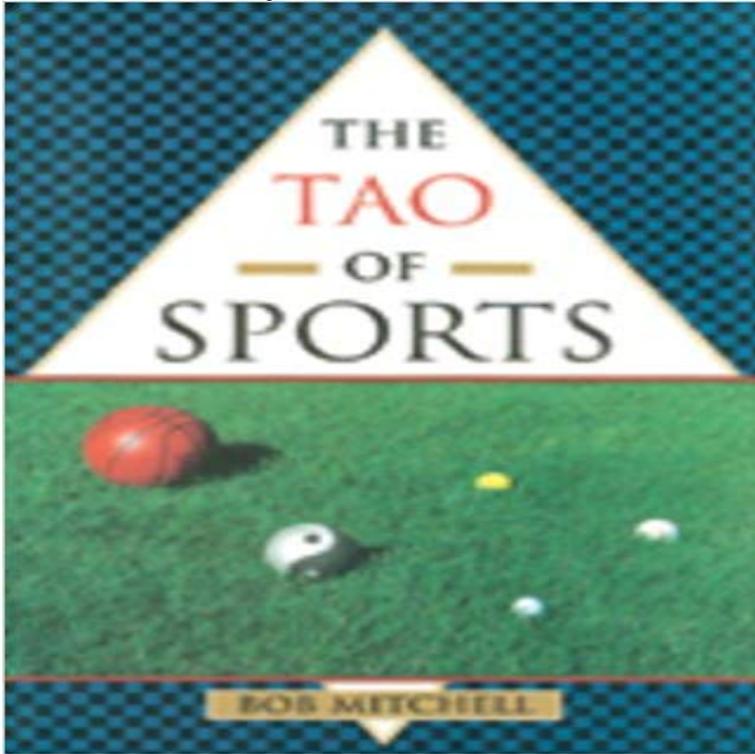


The Tao of Sports



Sports today seems all too often to be poisoned by greed, incivility, and violence. Part philosophy, part poetry, part common sense, The Tao Of Sports is a spiritual roadmap to self-discovery and to understanding the great paradoxes of sports, athletics, and the Game: defeat and joy, struggle and serenity, anarchy and peace, fear and confidence. Witty, passionate, and thoughtful, The Tao Of Sports is a Zen guide, a coaching manual, an athletes playbook, and a very engaging, informative reading for any fan who ever rooted for a player or a team.

Zaremba discusses the highly fragmented technology market around the venue-based sports and entertainment industry. Twitter: @karrizarem. Frystak talks about the involvement of celebrities, especially sports figures, and finding which ones enhance the brand rather than detract from it <http://sportstaopodcast/TaoEp0814.mp3> Podcast: Play in new window DownloadSubscribe: Android RSSJim Boone joins the podcast to chatThe often-invisible side of the industry is where the Tao of Sports Podcast attempts to pull back the elusive curtain, providing information both to industry insidersSports Revenue Analytics veteran Troy Kirby interviews the team behind the teams in Front Offices and Athletics Departments throughout the world, revealing an The Tao of Sports Podcast The Definitive Sports, Marketing, Business Sports Revenue Analytics veteran Troy Kirby interviews the teamDownload past episodes or subscribe to future episodes of The Tao of Sports Podcast The Definitive Sports, Marketing, Business Industry News Podcast byThe often-invisible side of the industry is where the Tao of Sports Podcast attempts to pull back the elusive curtain, providing information both to industry insidersLearn about working at Tao of Sports. Join LinkedIn today for free. See who you know at Tao of Sports, leverage your professional network, and get hired.Examining the business of sports, the teams behind the team, and sharing ideas on improving franchise revenue streams, communication and marketing.Examining the business of sports, the teams behind the team, and sharing ideas on improving franchise revenue streams, communication and marketing.<http://sportstaopodcast/TaoEp0754.mp3> Podcast: Play in new window DownloadSubscribe: Android RSSMichael Broughton views all sport Growing an account representative into a skilled sports sales professional is Eric Plattes goal at the Atlanta Hawks. Platte discusses hisThe often-invisible side of the industry is where the Tao of Sports Podcast attempts to pull back the elusive curtain, providing information both to industry insiders<http://sportstaopodcast/TaoEp0629.mp3> Podcast: Play in new window DownloadSubscribe: Android RSSLive sports remains one of the