



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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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.

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Why? Because this You Gotta Have Balls: How a Kid from Brooklyn Started From Scratch, Bought Yankee Stadium, and Created a Sports Empire is an unordinary book that the inside of the reserve waiting for you to snap the idea but latter it will jolt you with the secret the item inside. Reading this book next to it was fantastic author who also write the book in such amazing way makes the content inside easier to understand, entertaining method but still convey the meaning completely. So , it is good for you for not hesitating having this nowadays or you going to regret it. This phenomenal book will give you a lot of gains than the other book possess such as help improving your proficiency and your critical thinking technique. So , still want to hesitate having that book? If I were you I will go to the book store hurriedly.

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