



# Leading: Learning from Life and My Years at Manchester United

*Alex Ferguson, Michael Moritz*

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From the winningest soccer coach ever, best known for 27 triumphant years with Manchester United, comes the book that decodes the key tools he used to deliver sustained success on and off the field.

After an astonishing career-first in Scotland, and then over 27 years with Manchester United Football Club, Sir Alex Ferguson analyzes the pivotal leadership decisions of his 38 years as a manager and, with his friend and collaborator Sir Michael Moritz, draws out lessons that anyone can use in business and life to generate long-term transformational success.

From hiring practices to firing decisions, from dealing with transition to teamwork, from mastering the boardroom to responding to failure and adversity, *Leading* is as inspiring as it is practical, and a go-to reference for any leader in business, sports, and life.

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