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From the New York Times bestselling author of *Return of the King* comes the story of LeBron James' incredible

transformation from basketball star to sports and business mogul. With eight straight trips to the NBA Finals, LeBron James has proven himself one of the greatest basketball players of all time. And like Magic Johnson and Michael Jordan before him, LeBron has also become a global brand and businessman who has altered the way professional athletes think about their value, maximize their leverage, and use their voice. LeBron, Inc. tells the story of James' journey down the path to becoming a billionaire sports icon-his successes, his failures, and the lessons both have taught him along the way. With plenty of news-making tidbits about his roller-coaster last season in Cleveland and high-profile move to the Lakers, LeBron, Inc. shows how James has changed the way most elite athletes manage their careers and how he launched a movement among his peers that may last decades beyond his playing days.

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The making of a billion dollar athlete by brian windhorst lebron james has proven himself one of the greatest basketball players of all time but how did he make the transformation from hoops star

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The making of a billion dollar athlete by brian windhorst lebron inc from the new york times bestselling author of return of the king es the story of lebron james s incredible transformation from basketball star to sports and business mogul. Editor s note the following excerpt from the new book lebron inc the making of a billion dollar athlete by espn nba reporter brian windhorst has been edited for length and clarity. Lebron inc tells the story of james s journey down the path to being a billionaire sports icon his successes his failures and the lessons both have taught him along the way with plenty of newsmaking tidbits about his rollercoaster last season in cleveland and high profile move

to the lakers lebron inc shows how james has changed.

Lebron inc tells the story of james s journey down the path to being a billionaire sports icon his successes his failures and the lessons both have taught him along the way with plenty of newsmaking tidbits about his rollercoaster last season in cleveland and high profile move to the lakers

Lebron inc the making of a billion dollar athlete by brian windhorst has an overall rating of positive based on 4 book reviews. Get this from a library lebron inc the making of a billion dollar athlete brian windhorst from the new york times bestselling author of return of the king es the story of lebron james s incredible transformation from basketball star to sports and business mogul with eight straight. Lebron inc the making of a billion dollar athlete paperback february 6 2020.

Lebron inc tells the story of james s journey down the path to being a billionaire sports icon his successes his failures and the lessons both have taught him along the way with plenty of newsmaking tidbits about his rollercoaster last season in cleveland and high profile

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Read lebron inc the making of a billion dollar athlete best sellers rank 4. Brian windhorst s lebron inc the making of a billion dollar athlete explains how a teenage athlete from akron ohio made himself into a sensational entrepreneur windy windhorst is a sports writer for espn with akron ties that paralleled lebron s he followed lebron s career from his post with the cleveland plain dealer.

Lebron inc the making of a billion dollar athlete by brian windhorst grand central publishing 288 pages 28 is due tuesday april 9 an audiobook 25 98 and ebook 14 99 also will be

Windhorst published an excerpt from his new book lebron inc the making of a billion dollar athlete that details the moments that eventually led lebron james to sign with nike for a reported 90 million however not even nike expected they would get lebron due to a massive 100 million offer from reebok. Main lebron inc the making of a billion dollar athlete lebron inc the making of a billion dollar athlete brian windhorst from thenew york timesbestselling author ofreturn of the kinges the story of lebron james s incredible

transformation from basketball star to sports and business mogul. With plenty of news making tidbits about his roller coaster last season in cleveland and high profile move to the lakers lebron inc shows how james has changed the way most elite athletes manage their careers and how he launched a movement among his peers that may last decades beyond his playing days. What was your most surprising discovery about lebron s business dreams in your research for lebron inc the making of a billion dollar athlete probably how he learned one of his first lessons of equity when he was 18 he passed on an offer for an ownership stake in an upstart beverage pany to sign with a legacy brand coca cola.

The making of a billion dollar athlete by brian windhorst is a book about lebron james that outlines his life from the age of 16 interestingly the book not only talks about his success on the court but also in the business world that he so greatly invested in

Lebron inc the making of a billion dollar athlete brian windhorst grand central 28 256p isbn 978 1 5387 3087 4

buy this book in workmanlike prose sportswriter windhorst. The book titled lebron inc the making of a billion dollar

athlete by brian windhorst by new york times bestselling author brian windhorst chronicles james success on and off the court as a. Lebron inc the building of a billion dollar athlete the risk for lebron inc pared with a traditional pany is that it is built on one asset an asset that could suffer a career ending. Lebron inc the making of a billion dollar athlete with eight straight trips to the nba finals lebron james has proven himself one of the greatest basketball players of all time and like magic johnson and michael jordan before him lebron has also beco.

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lebron james on the path to being a billion dollar athlete.
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Brian windhorst has covered the nba for espn since 2010 he
began covering lebron james in 1999 and was the daily beat
writer on the cleveland cavaliers for the akron beacon
journal and cleveland plain dealer from 2003 to 2010 he is
also the co author of three books including the new york
times bestseller return of the king the franchise and the
making of an mvp

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