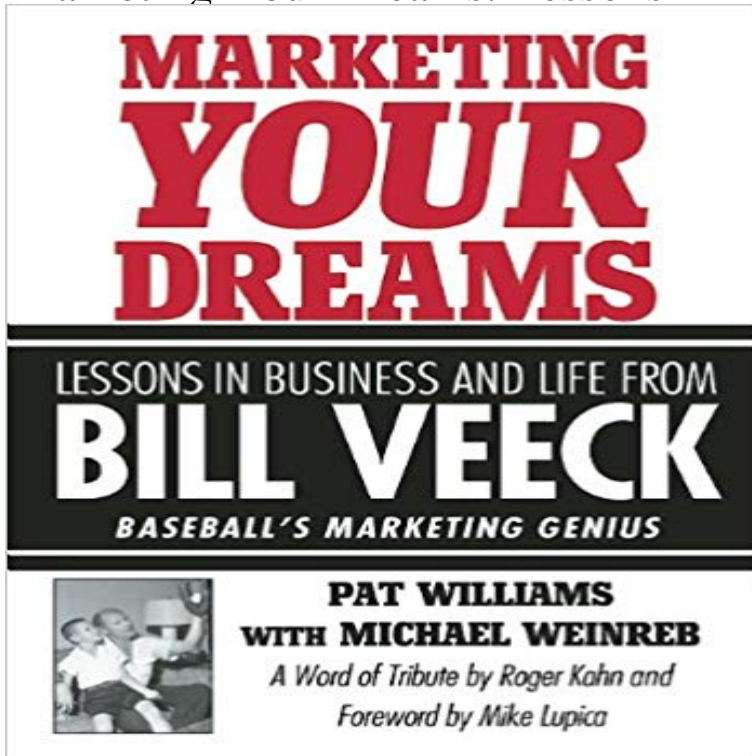


Marketing Your Dreams: Lessons in Business and Life from Bill Veeck



Bill Veeck marketed, promoted, and sold baseball like no one before him and like no one since. Influenced and inspired by the classic sports book *Veeck: As in Wreck*, veteran author and motivational speaker Pat Williams has penned his 19th book, *Marketing Your Dreams: Lessons in Business and Life from Bill Veeck*. Williams, senior vice president of the NBA's Orlando Magic, insists that *Marketing Your Dreams* isn't a Bill Veeck biography; instead, it's a book about success, a book about one of the most relentless and fascinating personalities in the history of organized sports. It's a book about extracting Veeck's traits and concentrating them into their purest form so that the reader can pull the same kind of inspiration from the master that Williams did. So whether you're a sports fan, a businessman, a marketer, or a promoter, *Marketing Your Dreams* will be a book that you'll turn to over and over again. Skyhorse Publishing, as well as our Sports Publishing imprint, are proud to publish a broad range of books for readers interested in sportsbooks about baseball, pro football, college football, pro and college basketball, hockey, or soccer, we have a book about your sport or your team. Whether you are a New York Yankees fan or hail from Red Sox nation; whether you are a die-hard Green Bay Packers or Dallas Cowboys fan; whether you root for the Kentucky Wildcats, Louisville Cardinals, UCLA Bruins, or Kansas Jayhawks; whether you route for the Boston Bruins, Toronto Maple Leafs, Montreal Canadiens, or Los Angeles Kings; we have a book for you. While not every title we publish becomes a New York Times bestseller or a national bestseller, we are committed to publishing books on subjects that are sometimes overlooked by other publishers and to authors whose work might not otherwise find a home.

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