



# **Mentally Tough: The Principles of Winning at Sports Applied to Winning in Business**

*James E. Loehr, Peter McLaughlin*

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**Mentally Tough: The Principles of Winning at Sports Applied to Winning in Business** James E. Loehr, Peter McLaughlin

Sport Psychologist Dr. Jim Loehr and marketing consultant Peter McLaughlin outline techniques that can be used to achieve the mental toughness displayed by professional athletes. They take these techniques-- including visualization, motivation, performance ritual, breath control, and more--and demonstrate how they can be effectively applied in the business world.

Mental toughness allows anyone to overcome stress, anger, fatigue, petty problems and workload so they can accomplish their goals, unlock their boundless physical and mental energy and be focused, relaxed and confident in the workplace. The techniques outlined in this book allow anyone to hone their mental toughness and succeed in today's tough business world.

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