

D E D I C A T I O N

We dedicate this book to those who were subjects in Doug's research and ethnographic interviews over the last 15 years. This includes more than 550 people who come from at least five major different disciplines including athletics, medicine, music, business, and the military. They include individualists and strong team players, people who wear warm-ups and three-piece suits, people who make a lot of money and people who don't care much about money, people who are brown, black, and white, people who work on water and on land, and who come from every corner of the earth. What they have in common is that they have excelled in their professions, they have demonstrated their ability to perform at the world-class level. We are grateful for their willingness to share their experience and stories with us so that we all might learn.



