

## Management Secrets of the New England Patriots: From "Patsies" to Two-Time Super Bowl Champs; Vol. 1: Achievements, Personnel, Teamwork, Motivation, a

James K. Lavin

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The definitive account of the 2001-2004 New England Patriots. Analyzes the many "success factors" underlying the team's two Super Bowl victories in three seasons. Entertains with humorous, insightful quotations from players, coaches, executives, and owners while helping fans vicariously experience life as a New England Patriot. "Management Secrets" is essential reading for any serious fan of Bill Belichick's Patriots and anyone seeking to build a great organization. (Vol. 1 covers the team's achievements, personnel, teamwork, motivation, and competition. Vol. 2 to be published February 2005.) James Lavin earned his economics Ph.D. at Stanford, where he analyzed "high performance work organizations" (like the Patriots). He also holds degrees in: political science (Harvard, magna cum laude), economics (London School of Economics), and East Asian studies (Stanford). James grew up in Wayland, MA cheering for many lousy Patriots teams.



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