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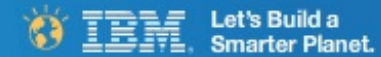
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PR Newswire 12/04/2013 10:30 AM ET

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Sports-Loving Success Seekers Get Their Wish This Holiday

CHICAGO, Dec. 4, 2013 /PRNewswire/ -- Gift givers looking to make an impact this year will find new inspiration and proven methods for self-improvement in *The Wisdom of Walk-Ons: 7 Winning Strategies for College, Business and Life* (www.wisdomofwalk-ons.com).

(Photo: <http://photos.prnewswire.com/prnh/20131204/CG26820>)

This innovative book tells the true stories of three unrecruited college football players who against overwhelming odds played for some of the greatest programs and Hall of Fame coaches in history: the Alabama Crimson Tide with Paul

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12/04/2013 9:51 AM ET

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Company Lookup

"Bear" Bryant, the Notre Dame Fighting Irish with Dan Devine, and the Southern California Trojans with John Robinson. Former walk-ons Gordon Adams, Bob Bleyer, and Alan Pizzitola graduated from these storied universities in the 1970s and '80s with academic honors, national championship rings, practical skills, and a collection of winning strategies that helped them persevere and succeed in business and life in their 20s, 30s, 40s, and 50s.

These success stories are not the standard fare found in many books about Fortune 500 CEOs, professional athletes, or other elite figures that readers may find interesting but out of reach. Millions of Americans can relate to these underdog walk-ons who succeeded in college and then corporate, entrepreneurial, and community businesses across the country.

"I haven't seen another book like it. You can't help but be inspired and motivated after reading it," said Bobby Bowden, the second-winningest coach in major college football history.

Mark Reinecke, Professor of Psychiatry & Behavioral Sciences and Chief Psychologist at Northwestern University's Feinberg School of Medicine added: "Every worthwhile pursuit requires adaptability and resilience. Using life histories of walk-on college athletes as a foundation, Paul Corona derives simple strategies for success. Pithy, practical and truly engaging, *The Wisdom of Walk-Ons* presents methods we all can use in school and throughout life. We're all walk-ons at one point or another."

The author:

Paul L. Corona Founder of Optimus Coaching and Director of Learning & Organization Development at Northwestern University is an individual and organization development specialist with 28 years of management experience in Fortune 300 corporations, a Big 4 professional services firm, and major research universities. He holds a doctorate in higher education from Indiana University, an MBA in marketing from the University of Notre Dame, and a BA in advertising from Michigan State University. Paul has taught executives at the Kellogg School of Management and undergraduates at Northwestern.

More information:

www.wisdomofwalk-ons.com

Contact:

Paul L. Corona

Stock market snaps out of five-day uptrend [The Manila Times, Philippines]
12/04/2013 12:01 AM ET

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Company Lookup

A New World of Risk

Risk As Opportunity

Innovative business models can be plagued by uncertainty. But even traditional enterprises often fall prey to gnarly unknowns. Evolving trends such as globalization, climate shift and ambiguous regulation have made once-routine operations unpredictable. Variables, unknowns—even a catastrophe—can be factors in a strategic risk management framework that can withstand severe stress. The most effective risk specialists are able to harness quality data and recognize the market potential of uncertainty.

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