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# MarketWatch

THE WALL STREET JOURNAL

August 4, 2013 4:16 PM EDT

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- 3:12p U.S. State Department closes 22 embassies Sunday
- 3:11p 22 U.S. embassies shut due to "significant" threat
- 1:35p Rudd calls Australian election for Sept. 7

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**Shopping**

**The end for the debit card?**  
A court ruling paves the way for further reduction in the "swipe" fees that banks levy on merchants that accept debit-card payments.

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PRESS RELEASE

July 30, 2013, 10:17 a.m. EDT



**PR Newswire**  
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CHICAGO, July 30, 2013 /PRNewswire via COMTEX/ - College goes looking for an edge this fall will find new inspiration and proven methods for self-improvement in *The Wisdom of Walk-Ons: 7 Winning Strategies for College, Business and Life*.

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 "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.



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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 27 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](http://www.wisdomofwalk-ons.com)

Contact: Paul L. Corona [plcorona@wisdomofwalk-ons.com](mailto:plcorona@wisdomofwalk-ons.com) 630-297-5120

SOURCE The Wisdom of Walk-Ons

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won't tell you



3.

**Women leave nest, men stay with parents**



4.

10 THINGS

**10 things co-workers won't tell you**



5.

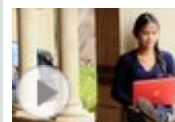
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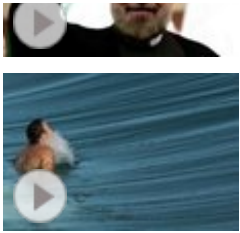
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