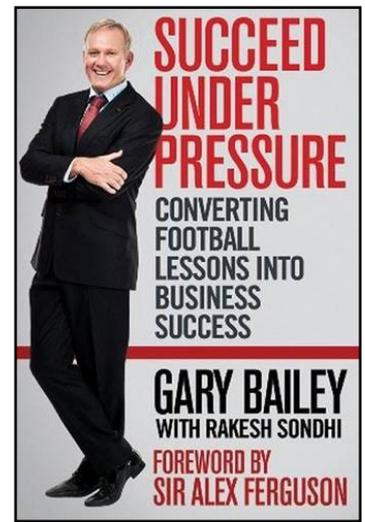


# SUCCEED UNDER PRESSURE

**GARY BAILEY  
WITH RAKESH SONDHI**

**CONVERTING  
FOOTBALL LESSONS  
INTO BUSINESS  
SUCCESS**

**Foreword by Sir Alex Ferguson**



**Succeed under Pressure** is based on Gary Bailey's highly successful business talks, which are largely inspired by Sir Alex Ferguson's leadership abilities as manager of Manchester United. Gary is that rare breed – a footballer with an MBA from Oxford – and as such has a unique view on one of the most pressurised businesses in the world: top-flight English football.

In this book, Gary shares the straightforward, no-nonsense business lessons he has learnt over the years, which include the general skills needed to be successful in sales, teambuilding, performing under pressure and leadership in an easily accessible, humorous and informative manner. It includes a number of personal stories from Gary's time at Manchester United, which should appeal to football fans and business people alike, as will the humour injected by co-author Dan Nicholl.

This is a must-read for anyone in business, no matter what their position or what industry they're in.

**Gary Bailey** was the goalkeeper for Manchester United when they won the FA Cup in 1983 and 1985, and he was twice capped for England. He appeared in nearly 300 Football League matches during his career in England and is now a football presenter for SuperSport Premier League coverage in South Africa. He was an ambassador in South Africa's successful bid to host the 2010 FIFA World Cup and has been one of South Africa's top motivational speakers for almost 10 years. He has a BSc in physics and an MBA from Henley in Oxford, where he focused on Leadership.

**25 October 2012 — New Holland Publishers — Paperback — £15.99**

**Gary Bailey will be in the UK 24-30 November and is available for interview**

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