



# The Way of the Shark: Lessons on Golf, Business, and Life

*Greg Norman*

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*"Sharks never sleep. You must be willing to do the hard work it takes to stay on top."*

With his trademark charm and eloquence, Greg Norman reveals the secrets behind his myriad achievements, tracing his journey from Queensland, Australia, to the World Golf Hall of Fame to chairman and CEO of a global business.

Since the days in 1975 when he made thirtyeight dollars a week working as a trainee, Norman has won ninety-one professional tournaments around the world, including two British Opens and twenty U.S. PGA Tour titles, and he held the No. 1 World Ranking for an astonishing 331 weeks.

Norman has brought the same competitive fire to the boardroom, building a business that reflects the diversity of his interests and the power of his brand. Norman has done something very few professional athletes have ever managed -- he has transcended the sport that made him famous.

As head of Great White Shark Enterprises, Norman presides over a multimillion-dollar empire that ranges from golf course design to real estate to apparel to wine. An astute businessman with unmatched desire and drive, he has an unerring instinct for knowing what will work and what won't. He has combined a hands-on approach with an overall strategic vision to produce an internationally recognized and respected brand.

In these pages, Norman illustrates the principles that are at the core of his successes and offers readers concrete advice for applying their own talents to successfully play both the "front nine" and the "back nine" of life. Practical, engaging, and incisive, *The Way of the Shark* shares the lessons Greg Norman has learned both on the course and off, demonstrating how anyone, at any stage of his or her career, can be a champion.

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