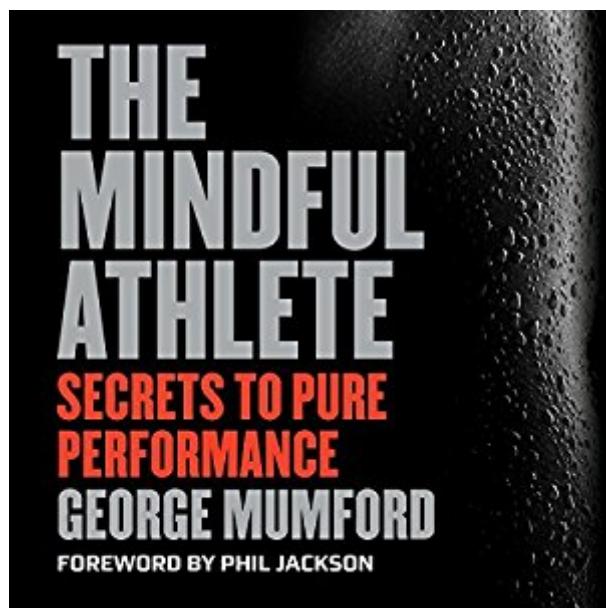


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# The Mindful Athlete: Secrets To Pure Performance



## Synopsis

Michael Jordan credits George Mumford with transforming his on-court leadership of the Bulls, helping Jordan lead the team to six NBA championships. Mumford also helped Kobe Bryant, Andrew Bynum, and Lamar Odom and countless other NBA players turn around their games. A widely respected public speaker and coach, Mumford is sharing his own story and the strategies that have made these athletes into stars in *The Mindful Athlete: The Secret to Pure Performance*. His proven, gentle but groundbreaking mindfulness techniques can transform the performance of anyone with a goal, be they an Olympian, weekend warrior, executive, hacker, or artist. Mumford's deeply moving personal story is unforgettable. A basketball player at the University of Massachusetts (where he roomed with Dr. J, Julius Erving), injuries forced Mumford out of the game he loved. The meds that relieved the pain of his injuries also numbed him to the emptiness he felt without the game and eventually led him to heroin. After years as a functioning addict, Mumford enrolled in Dr. Jon Kabat-Zinn's Mindfulness Based Stress Reduction program, and made meditation, on and off the cushion, the center of his life. He kicked drugs, earned a master's degree in counseling psychology and began teaching meditation to inmates and others. When Michael Jordan left the Chicago Bulls to play baseball in 1993, the team was in crisis. Coach Phil Jackson, a long-time mindfulness practitioner, contacted Dr. Kabat-Zinn to find someone who could teach mindfulness techniques to the struggling team - someone who would have credibility and could speak the language of his players. Kabat-Zinn led Jackson to Mumford and their partnership began. Mumford has worked with Jackson and each of the eleven teams he coached to become NBA champions. His roster of champion clients has since blossomed way beyond basketball to include corporate executives, Olympians, and athletes.

## Book Information

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## Customer Reviews

George Mumford has written a must read for athletes and all of us. He discusses mindfulness as applies to sports and life as an understandable conversation with the reader. He shares his own story and weaves the wisdom of the world's leading mindfulness teachers into a flow of aha moments that cultivate being in the moment and returning to that moment when we are distracted. There is a sense of humor in his writing and his personality leaps off of the pages. I have already bought copies for friends and I am grateful for George's gift to all of us.

George Mumford takes a concept that can be off putting to some and makes it something everyone and anyone can relate to. I read this because I am very interested in mindfulness a true believer in its power but sometimes find it hard to explain it to those who are not yet convinced. I heard an interview with Mumford on NPR and decided to order the book. It is short, easy to read and makes mindfulness accessible to anyone and everyone. I have recommended this book to several people already and will be giving it to my 13 year old son who is an avid basketball player. Even if you are not a basketball player or athlete of any kind you will find this book enlightening. In addition to great explanations of how to use mindfulness and incorporate it into your daily habits, Mumford's advice on life and handling problems will be useful to all.

Thank you George Mumford for making the case for Mindfulness-in sports as in life. Your ability to distill Mindfulness down to the 5 Superpowers and connect them to day to day practical activities that create flow and energy is a gift. Anyone who has wondered about why Mindfulness matters and wanted to figure out how to take their game or those of their friends, family, clients, business associates etc. to the next level will find this book filled with gold.

I am an athlete and a self improvement enthusiast. I have applied Mumford's lesson in my sports, my career, and in my life. I would reread this book again and again. The book offers great tools to use before, during, and after the heat of a battle. I am so grateful to have read this book!

It is a very good book for the beginner on her/his "mindfulness" journey. Also, the book Mumford

references are good books to read; thus, reading it connects you to other resources. Overall, I loved reading it. It's easy to read, but gives you a lot to think about.

Wonderful book with a lot of practical tools for creating a more mindful life. I'm not a serious athlete by any means, but the wisdom and experience of this book can be applied to any experience in life.

Definitely one of the best books I've read in regards to mindfulness and sports. Don't let this fool you though, the principles in this book can be applied to all areas of life, beyond sports.

I am a successful, Type A entrepreneur. I have been successful by driving very hard towards my goals. I have often stressed other people and myself. I want to explore whether there are ways to be just as successful, with less stress on myself and others. I am so action-oriented that I rarely sit down to read a book. I read less than one book per year. This book was great. I have read it twice!

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