



How You Play the Game: Lessons for Life from the Billion-Dollar Business of Sports

Jerry Colangelo, Len Sherman

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Horatio Alger has nothing on Jerry Colangelo. Born and raised on Hungry Hill, a working class Italian section of Chicago, Colangelo started his career in the tuxedo rental business -- a business that failed. From this modest beginning, he went on to help start the Chicago Bulls, and then later in Phoenix he was the leading force behind the creation of multiple pro sports teams, including the Phoenix Suns and the Arizona Diamondbacks.

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