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## We Might as Well Win: On the Road to Success with the Mastermind Behind a Record-setting Eight Tour De France Victories

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By Johan Bruyneel, Bill Strickland

Mainstream Publishing, United Kingdom, 2011. Paperback. Book Condition: New. 196 x 128 mm. Language: English . Brand New Book. Johan Bruyneel knows what it takes to win. In 1998, this astute former pro cyclist looked a struggling rider and cancer survivor in the eye and said, If we re going to ride the Tour, we might as well win . What followed was extraordinary. With Bruyneel as his team director, Lance Armstrong seized a record seven straight Tour de France victories. Meanwhile, Bruyneel brought innovation to the sport of cycling, and in 2007 he took the Tour de France title with a new, young team, securing his place in sporting history. This is the first time the man closest to Armstrong has unveiled his secrets of motivation, planning and execution. Whether mounting a difficult climb, managing a team of 30 riders and 40 support staff from a car hurtling along narrow roads or looking a future legend in the eye and willing him to believe, Bruyneel is, and always has been, the consummate winner. This is his story.



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