Google Drive



The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First

Jonah Keri

Download now

Click here if your download doesn"t start automatically

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First

Jonah Keri

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First
Jonah Keri
What happens when three financial industry whiz kids and certified baseball nuts take over an ailing major league franchise and implement the same strategies that fueled their success on Wall Street? In the case of the 2008 Tampa Bay Rays, an American League championship happens—the culmination of one of the greatest turnarounds in baseball history.

In *The Extra 2%*, financial journalist and sportswriter Jonah Keri chronicles the remarkable story of one team's Cinderella journey from divisional doormat to World Series contender. When former Goldman Sachs colleagues Stuart Sternberg and Matthew Silverman assumed control of the Tampa Bay Devil Rays in 2005, it looked as if they were buying the baseball equivalent of a penny stock. But the incoming regime came armed with a master plan: to leverage their skill at trading, valuation, and management to build a model twenty-first-century franchise that could compete with their bigger, stronger, richer rivals—and prevail.

Together with "boy genius" general manager Andrew Friedman, the new Rays owners jettisoned the old ways of doing things, substituting their own innovative ideas about employee development, marketing and public relations, and personnel management. They exorcized the "devil" from the team's nickname, developed metrics that let them take advantage of undervalued aspects of the game, like defense, and hired a forward-thinking field manager as dedicated to unconventional strategy as they were. By quantifying the game's intangibles—that extra 2% that separates a winning organization from a losing one—they were able to deliver to Tampa Bay something that Billy Beane's "Moneyball" had never brought to Oakland: an American League pennant.

A book about what happens when you apply your business skills to your life's passion, *The Extra 2%* is an informative and entertaining case study for any organization that wants to go from worst to first.

Download The Extra 2%: How Wall Street Strategies Took a Ma ...pdf

Read Online The Extra 2%: How Wall Street Strategies Took a ...pdf

Download and Read Free Online The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First Jonah Keri

---

From reader reviews:

Jacquelyn Lopez:

Throughout other case, little persons like to read book The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First. You can choose the best book if you'd prefer reading a book. Provided that we know about how is important a new book The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First. You can add knowledge and of course you can around the world by the book. Absolutely right, since from book you can understand everything! From your country right up until foreign or abroad you may be known. About simple point until wonderful thing you could know that. In this era, we can easily open a book as well as searching by internet system. It is called e-book. You can utilize it when you feel fed up to go to the library. Let's read.

Aaron Jack:

This The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First is great publication for you because the content that is certainly full of information for you who have always deal with world and possess to make decision every minute. This kind of book reveal it info accurately using great arrange word or we can claim no rambling sentences included. So if you are read this hurriedly you can have whole facts in it. Doesn't mean it only offers you straight forward sentences but tricky core information with attractive delivering sentences. Having The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First in your hand like getting the world in your arm, info in it is not ridiculous a single. We can say that no book that offer you world in ten or fifteen tiny right but this reserve already do that. So , this is good reading book. Hey there Mr. and Mrs. stressful do you still doubt that?

Matthew McDaniel:

Reading a book for being new life style in this year; every people loves to read a book. When you go through a book you can get a lot of benefit. When you read ebooks, you can improve your knowledge, simply because book has a lot of information onto it. The information that you will get depend on what forms of book that you have read. In order to get information about your analysis, you can read education books, but if you act like you want to entertain yourself read a fiction books, these us novel, comics, in addition to soon. The The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First offer you a new experience in reading a book.

Gabriel Harris:

Many people spending their time period by playing outside using friends, fun activity along with family or just watching TV all day long. You can have new activity to spend your whole day by reading a book. Ugh, do you think reading a book can definitely hard because you have to bring the book everywhere? It okay you can have the e-book, taking everywhere you want in your Smartphone. Like The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First which is finding the e-book version. So ,

try out this book? Let's see.

Download and Read Online The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First Jonah Keri #YQUN5PAKX3H

Read The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First by Jonah Keri for online ebook

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First by Jonah Keri Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First by Jonah Keri books to read online.

Online The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First by Jonah Keri ebook PDF download

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First by Jonah Keri Doc

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First by Jonah Keri Mobipocket

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First by Jonah Keri EPub