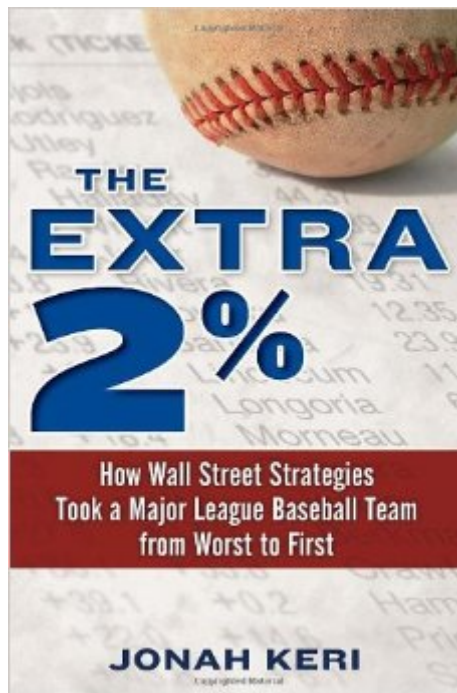


The book was found

The Extra 2%: How Wall Street Strategies Took A Major League Baseball Team From Worst To First



Synopsis

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 happensâ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 teamâ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 rivalsâand prevail. Together with âboy geniusâ 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 âdevilâ from the teamâ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 gameâs intangiblesâthat extra 2% that separates a winning organization from a losing oneâthey were able to deliver to Tampa Bay something that Billy Beaneâs âMoneyballâ had never brought to Oakland: an American League pennant. A book about what happens when you apply your business skills to your lifeâs passion, *The Extra 2%* is an informative and entertaining case study for any organization that wants to go from worst to first.

Book Information

Hardcover: 272 pages

Publisher: ESPN Books; 1st edition (March 8, 2011)

Language: English

ISBN-10: 0345517652

ISBN-13: 978-0345517654

Product Dimensions: 6.4 x 0.9 x 9.6 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ See all reviewsÂ (124 customer reviews)

Best Sellers Rank: #160,961 in Books (See Top 100 in Books) #46 inÂ Books > Business & Money

> Industries > Sports & Entertainment > Sports #258 in Books > Sports & Outdoors > Baseball #311 in Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

No doubt, this book will be compared with Moneyball, as it is the study of how an organization against massive odds applied a unique management style and ultimately became successful (much more successful than Beane's A's, by the way). While I certainly can't speak for Keri, I read this less as a look at a revolutionary concept like Moneyball and more as the history of how a bunch of dudes from Wall Street with no real baseball background to speak of took an organization that was among the worst run in sports and turned it into a perennial winner. It is a fascinating look into just how terribly the Rays were run before the new regime took over and some of the things that they changed once they did. It also explains some of the reasons why the Rays have such problems drawing crowds (spoiler alert: it's not because no one likes the team). Maybe Keri intended this to be like Moneyball, but I read it almost as a history of their organization. And in that respect, I think, it is a very interesting read. If there is one real nitpick I can come up with about the book, it is that you don't hear much from Stu Sternberg, Andrew Friedman, or Jonathan Silverman. However, seeing as how Billy Beane has finished in the AL West cellar the last few years, maybe the Rays brain trust simply didn't want to reveal too much. After sabermetrics was introduced to the wider baseball community, Billy Beane lost his competitive advantage; it is understandable that the Rays were wary of revealing too much. Also, I would have LOVED if Keri had gotten access to Vince Naimoli; he seems like a fascinating (read: insane) man. Overall, this is not a perfect book; it can get a bit repetitive at times and there is not quite as much access to the protagonists of the book as I probably would have liked.

[Download to continue reading...](#)

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First
First The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First
Your Husband Took My Virginity. I took Your Husband.: May The Best Woman Win! (Your Husband Took My Virginty. I took Your Husband.) (Volume 1) Will Big League Baseball Survive?:
Globalization, the End of Television, Youth Sports, and the Future of Major League Baseball
Management: Take Charge of Your Team: Communication, Leadership, Coaching and Conflict Resolution (Team Management, Conflict Management, Team Building, ... Team Motivation, Employee E)
Premier League Club Logos: Coloring book on the premier league club logos with information on each team. Great for kids and adults and makes an ideal gift. Rob Neyer's Big Book

of Baseball Blunders: A Complete Guide to the Worst Decisions and Stupidest Moments in Baseball History
The League of Outsider Baseball: An Illustrated History of Baseball's Forgotten Heroes
Bull by the Horns: Fighting to Save Main Street from Wall Street and Wall Street from Itself
The Worst-Case Scenario Survival Handbook: Middle School (Worst Case Scenario Junior Editions)
Extra Stuff for Shrink Art Jewelry (Klutz Extra Stuff)
Justice League Vol. 8: Darkseid War Part 2 (Jla (Justice League of America))
Justice League Vol. 7: Darkseid War Part 1 (Jla (Justice League of America))
Justice League Dark Vol. 1: In the Dark (The New 52) (Jla (Justice League of America))
Justice League Vol. 3: Throne of Atlantis (The New 52) (Jla (Justice League of America))
How to Snag Major League Baseballs: More Than 100 Tested Tips That Really Work
The Wall Street Journal Guide to Understanding Money and Investing, Third Edition (Wall Street Journal Guide to Understanding Money & Investing)
The Wall Street Journal Complete Money and Investing Guidebook (The Wall Street Journal Guidebooks)
Terror on Wall Street, a Financial Metafiction Novel (Wall Street Series Book 1)
Baseball World Series (Little League)

[Dmca](#)