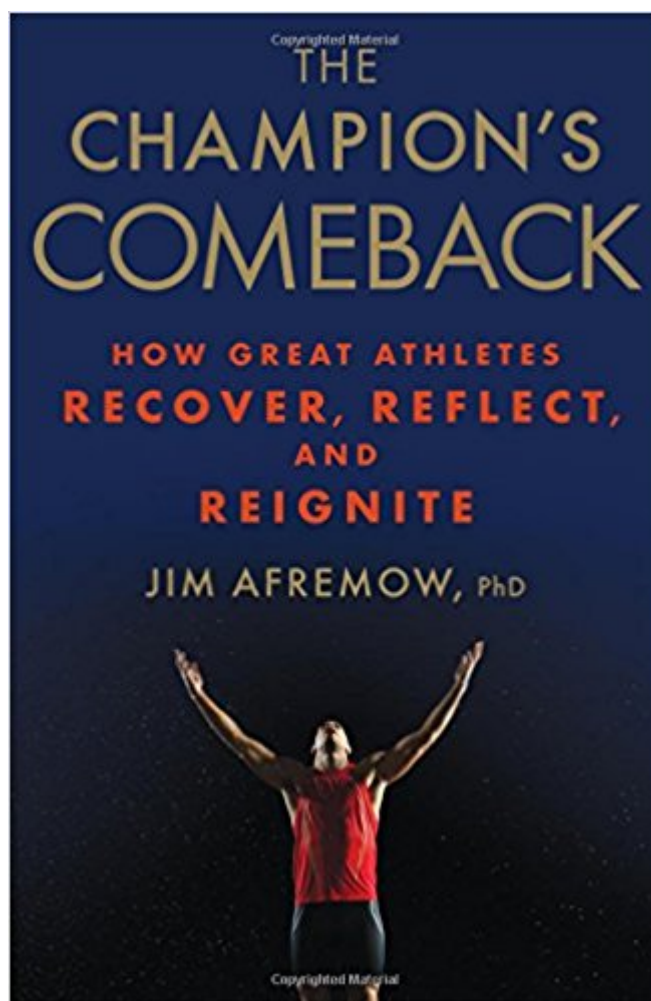


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# The Champion's Comeback: How Great Athletes Recover, Reflect, And Re-Ignite



## Synopsis

Your ultimate guide to overcoming losses and injuries and achieving greatness on and off the field. Leading sports psychologist Jim Afremow, author of *The Champion's Mind*, knows what makes good athletes great, especially when they come back to win after facing devastating injuries, tough obstacles, or seemingly insurmountable odds. Making a comeback isn't just about raw talent or athletic ability—it's the mental game that counts most. In *The Champion's Comeback*, he offers winning strategies for athletes of any age or skill level to get mentally psyched for competition, quickly rebound after a loss, and overcome injuries (and the fear of re-injury). Afremow explores the psychology of commitment and shows you how to develop the core confidence of repeat champions. Featuring unique tips and advice, including guided imagery scripts, easy-to-follow mental training exercises, and motivating stories of famous athletes, *The Champion's Comeback* is the ultimate athlete's handbook, encouraging you to not only stay in the game but also achieve greatness, no matter what.

## Book Information

Hardcover: 272 pages

Publisher: Rodale Books (May 10, 2016)

Language: English

ISBN-10: 1623366798

ISBN-13: 978-1623366797

Product Dimensions: 5.8 x 0.4 inches

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

Average Customer Review: 5.0 out of 5 stars 29 customer reviews

Best Sellers Rank: #60,776 in Books (See Top 100 in Books) #77 in Books > Sports & Outdoors > Miscellaneous > Sports Psychology

## Customer Reviews

"The Champion's Comeback is full of difference making mental insights. The materials, like the 7L's, are innovative and often presented in the best learning mode to make the points and explain with outstanding examples. Championships earned include confronting failures and using them to improve: Jim Afremow has given us the factors in an important and entertaining read!" --TONY LA RUSSA, MLB Hall of Famer, 3x World Series Champion

"For athletes, with each competition

and every practice come new challenges to overcome and new opportunities to grow. In this book, Jim gives you the roadmap for making the most of those moments and sets you up to overcome it all, no matter how big or small your comeback is. I loved taking an inside look at the mind of incredible athletes. All their tools for success are right here in your hands. What you do with them is up to you!

—REBECCA SONI, Olympic Gold Medalist Swimmer, Founder of RISE Elite Athletes

“I have had a chance to read *The Champion’s Comeback* a couple of times now and love it. It was interesting to read and then look back on different times in my career. I highly recommend this book.

—GRANT FUHR, National Hockey League Hall of Famer

“I highly recommend *The Champion’s Comeback* for all walks of life. The book has great quotes and real life examples that can help any team, athlete or organization perform better. I know I will be a better coach after reading this book.

—ERIC MUSSELMAN, Head Coach Nevada Wolf Pack Men’s Basketball

“Jim Afremow has done it again! *The Champion’s Comeback* showcases a mental road-map to greatness in the face of adversity. It’s a must read for coaches or athletes striving to build confidence and enhance performance.

—SUE PHILLIPS, Head Coach 2014 USA Basketball Women’s U17 World Championship Team

“*The Champion’s Comeback* will take your mindset to the next level. If there is one thing I learned over my 17 year track and field career, it is that the mind is what will always make the difference. This book is packed with knowledge for any athlete, coach or entrepreneur who is wanting to step their mindset up to the next level.

—IAN WARNER, 2012 Olympian and Owner of BounceBackEntrepreneurs.com

“At some point, and likely right NOW, all of us are in need of a comeback. But how do we get started? And where can we get help? *The Champion’s Comeback* by Jim Afremow is your playbook. Using stories and strategies from the greats, Jim simplifies the steps to get started, adjust your mindset, form beliefs, overcome setbacks, and ultimately achieve your *Champion’s Comeback*. Definitely a recommended read.”

—JOE JACOBI, Olympic gold medalist and Chief Executive Officer for USA Canoe/Kayak

“*The Champion’s Comeback* is a must read for any athlete striving to achieve. Jim deals with pressure and the fear of failure head on. His well-written and simple advice is accompanied by extensive tangible examples to maximize performance when under pressure. This is applicable for all ages, abilities and situations—for the athlete, coach or even those in the business world.

—DICK GOULD, Director of Tennis, Stanford University, Coach of 17 NCAA Championship teams

“The power of positivity and the right mental approach is crucial in any sports field and in life in general. Dr. Afremow’s book *The Champion’s Comeback* can help lead you in the right direction.”

—BEN HENDERSON, Mixed Martial Artist and former UFC Lightweight

Champion's Comeback has not only inspired us to re-frame our retirement from professional sports but also has empowered us to inspire the next generation of elite athletes through the daily rigors of competitive sports. --LAUREN & RYAN MARIANO, RPM Sand Volleyball

Jim Afremow, PhD, is a leading sports psychology consultant and licensed counselor. He is the founder of Good to Gold Medal, PLLC, former sports psychology consultant at Arizona State University, and author of The Champion's Mind. He has worked closely with athletes at all levels, including pros from the MLB, NBA, WNBA, NFL, NHL, PGA Tour, and LPGA Tour. He lives in Phoenix, AZ.

Grasping the baton from the hand of The Champion's Mind: How Great Athletes Think, Train, and Thrive, this book looks at how all great champions continue to persevere despite losses, injuries, and other personal and professional setbacks. Success in sports rarely follows a straight line or predictable path. The Champion's Comeback zeroes in on how champions learn to repeat their successes and pick themselves up after setbacks by consistently practicing positive habits and thought patterns. This book is for people of all ages and all levels of competition. If you have the heart and desire to get back in your game and compete like a champion, this book is for you. ~ Jim Afremow from The Champion's Comeback

Jim Afremow is one of the world's leading sports psychologists. We covered his first book The Champion's Mind. Check out the Notes on that. This one is kinda like part 2 in which we look at how the Champion responds to the inevitable (!) setbacks faced on the road to greatness using those setbacks as opportunities to bounce back and make a sweet comeback. It's packed with Big Ideas + great stories of individual and team comebacks. Plus a ton of awesome quotes. I'm excited to share some of my favorite Big Ideas:

1. Challenges vs. Threats - How do you see setbacks?
2. The 7 L's - Of the Champion's Comeback Code.
3. Your Contract - You outperforming it?
4. Practice - Until you can't get it wrong.
5. Want to Live Longer? - Smile. Let's do this!!!

More goodness including Philosophers' Notes on 300+ books in our \*OPTIMIZE\* membership program. Find out more at [brianjohnson.me](http://brianjohnson.me).

This is an excellent book. As an athlete who has dealt with obstacles, injuries and set backs I have

found sound advice to cope and come back as a better athlete and a better person. This book touches on many obstacles we face to make a come back and gives us the tools and a skill set to bring ourselves to the highest level. Most sports psychology books give you tools to deal with competition, but the process to achieve the highest level is full of road blocks that unless we tackle them we won't achieve the best we are ought to be, this is the book that will help you get there.

Excellent read. Great stories. Lots of powerful quotes. But it goes well beyond "positive attitude" and deals with the realities of overcoming, rising above, grit, persistence, and work. Good read for youth as well as adults.

Action-packed, adrenalin-pumping authoritative account of well-known professional athletes making comebacks from a variety of setbacks. The real story behind the champions motivates us recreational athletes to overcome our setbacks and be the best we can be. Period. Excellent read. Don't delay read it today.

Dr. Afremow hit another homerun with The Champion's Comeback. His previous bestseller, The Champion's Mind, helped me tremendously in so many ways, and this book is the perfect complement. In one of my favorite chapters, Dr. Afremow walks you through numerous mental practices and exercises for a multitude of sports and specific situations athletes face. The stories are incredible. The Comeback is real. Only question is, how many times will you reread this book?

This book is very informative and inspiring. It doesn't promise to help you win every match or game because in the end it is you who ultimately decides if you want to become champion. There are a lot of stories with history's greatest comebacks. Very fine read and every athlete should have it in their collection.

Jim Afremow has once again written a stellar book. He provides specific tips for how to bounce back from setbacks in life and sport. Each chapter gives a lesson the backs it up with anecdotes from the sports world. If you want to learn how to recover for the crap life can throw at you, take these lessons from the best.

Jim does a great job

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