Top Dog: The Science of Winning and Losing

Po Bronson, Ashley Merryman

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New York Times Bestseller

Po Bronson and Ashley Merryman's work changes the national dialogue. Beyond their bestselling books, you know them from commentary and features in the *New York Times*, CNN, NPR, *Time*, *Newsweek*, *Wired*, *New York*, and more. E-mail, Facebook, and Twitter accounts are filled with demands to read their reporting (such as "How Not to Talk to Your Kids," "Creativity Crisis," and "Losing Is Good for You").

In **TOP DOG**, Bronson and Merryman again use their astonishing blend of science and storytelling to reveal what's truly in the heart of a champion. The joy of victory and the character-building agony of defeat. Testosterone and the neuroscience of mistakes. Why rivals motivate. How home field advantage gets you a raise. What teamwork really requires. It's baseball, the SAT, sales contests, and Linux. How before da Vinci and FedEx were innovators, first, they were great competitors.

Olympians carry **TOP DOG** in their gym bags. It's in briefcases of Wall Street traders and Madison Avenue madmen. Risk takers from Silicon Valley to Vegas race to implement its ideas, as educators debate it in halls of academia. Now see for yourself what this game-changing talk is all about.

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