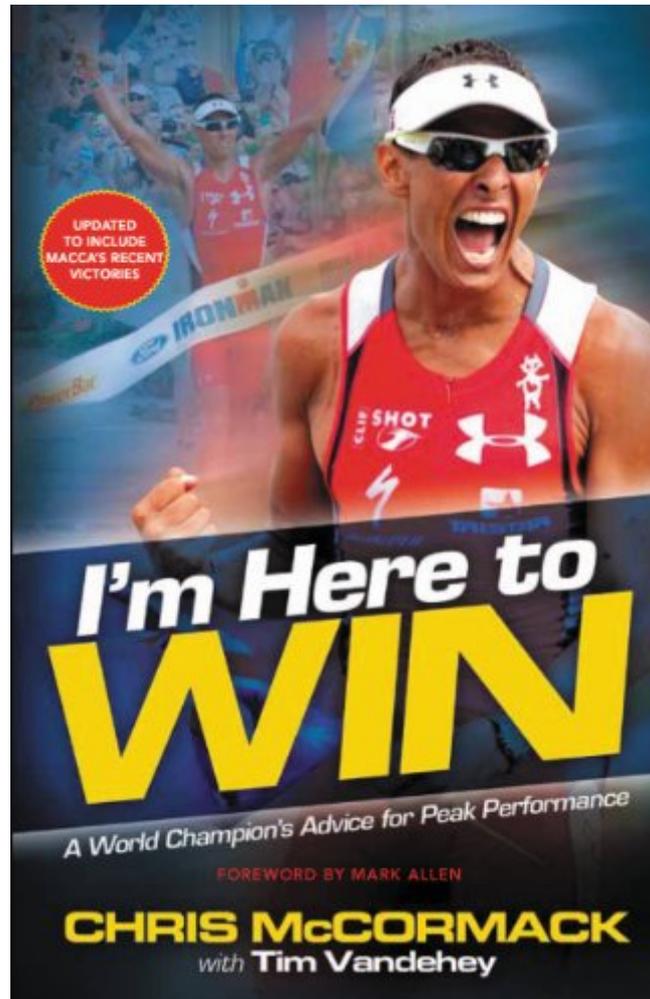


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# I'm Here To Win: A World Champion's Advice For Peak Performance



## Synopsis

In I'M HERE TO WIN, Chris "Macca" McCormack opens his playbook and reveals everything it takes-mind, body, and spirit-to become a champion. Now he shares the story of his triumphs and the never-say-die dedication that has made him the world's most successful triathlete. In 2010, at the age of 37, Macca beat the odds and won the Ford Ironman World Championship in Kona, Hawaii for a second time in what many called the most dramatic finish in the race's history. Macca's journey to athletic greatness is more than just one of physical perseverance. After coming in fourth in Hawaii in 2009, Macca returned to the island on a mission: He was there to win. A game plan containing a new strategic approach to winning brought him first across the finish line. Chris McCormack has dedicated his life to training for-and winning-the Ironman Hawaii, one of the most grueling tests of mental and physical endurance in the world. The race challenges athletes to swim 2.4 miles, bike 112 miles, and run a full marathon, 26.2 miles, using all their strength and willpower to overcome the incredibly harsh conditions. In I'M HERE TO WIN Macca provides concrete training advice for everyone-from weekend warriors who casually compete to seasoned veterans who race every week to armchair athletes looking for an extra push-and provides insight into the mind of a great champion with excitement and inspiration on every page. I'M HERE TO WIN is also available as an enhanced e-book with embedded video and audio.

## Book Information

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## Customer Reviews

I'm not an Ironman; my triathlons are strictly sprint distance. But as a cyclist and swimmer, I've followed the career of Chris McCormack for years, and I both anticipated and dreaded this book. Anticipated because who wouldn't want insight into the mind of the greatest athlete in the history of triathlon? Dreaded because I was afraid it would be some publicist-softened puff piece that glossed over Macca's trademark cockiness, mental game and trash talking. Well, I worried needlessly. "I'm Here to Win" is brilliant and exhaustive. Chris bares his soul to talk about everything from his mother's death from breast cancer to the death of his best friend on the very day that he qualified for Ironman Hawaii. You get a lengthy look inside the mind of this great athlete and realize that as incredible as his talent and training regimen are, his mind is truly what gives him the edge over younger, faster triathletes. There is gold in here, and the blow-by-blow account of the incredible 2010 Kona finish with Andreas Raelert is worth the price of the book all by itself! Then there's the "Macca is cocky" stuff. This book pulls no punches there, either. Macca comes across as totally real and authentic, which means that sometimes, he does come across as a cocky SOB. The section that relates his "war" with Normann Stadler and Faris al-Sultan after the 2006 Ironman World Championships is absolutely priceless. I found myself alternating between thinking the guy was an obsessive egomaniac and rooting for him to take down the people who disrespected him. Of course, all that ego is balanced out by accounts like his honest, agonizing story of dropping out of the 2004 Kona race because of heat cramps only to watch a bloodied age group racer carry his bike after a terrifying crash...

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