



# The Tao of Chip Kelly: Lessons from America's Most Innovative Coach

*Mark Saltveit*

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“Having studied Kelly's time at Oregon extensively, Saltveit has written the book on Kelly. Literally.”  
—Dan Graziano, ESPN.

During his four years as football coach at the University of Oregon, Chip Kelly led the previously unheralded Ducks to a 46-7 record. But Chip Kelly's method goes a lot deeper than his high-risk defense and lightning-fast, no-huddle offense.

What is behind Chip's astonishing success? It's a lot more than just plays and tactics. Now that he's in the NFL as head coach of the Philadelphia Eagles, this book looks at the remarkable philosophy and innovative management strategies that Chip Kelly uses to build elite teams—strategies that every leader or business manager can employ to make their own brand a champion.

“He just thinks so differently than anyone I've ever met.” —Oregon assistant coach, John Neal

"Saltveit lays out a clear picture of how Kelly operates." —Bob Ford, Philadelphia Inquirer

"Great stuff! Highly recommend. Must read for Eagles/football fans. Will read it every year headed into our preseason." —Brian Flinn, wide receivers coach, Villanova

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Playing with family in the park, coming to see the coastal world or hanging out with close friends is thing that usually you could have done when you have spare time, after that why you don't try issue that really opposite from that. Just one activity that make you not sensation tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of knowledge. Even you love *The Tao of Chip Kelly: Lessons from America's Most Innovative Coach*, you can enjoy both. It is good combination right, you still desire to miss it? What kind of hang type is it? Oh seriously its mind hangout guys. What? Still don't have it, oh come on its referred to as reading friends.

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