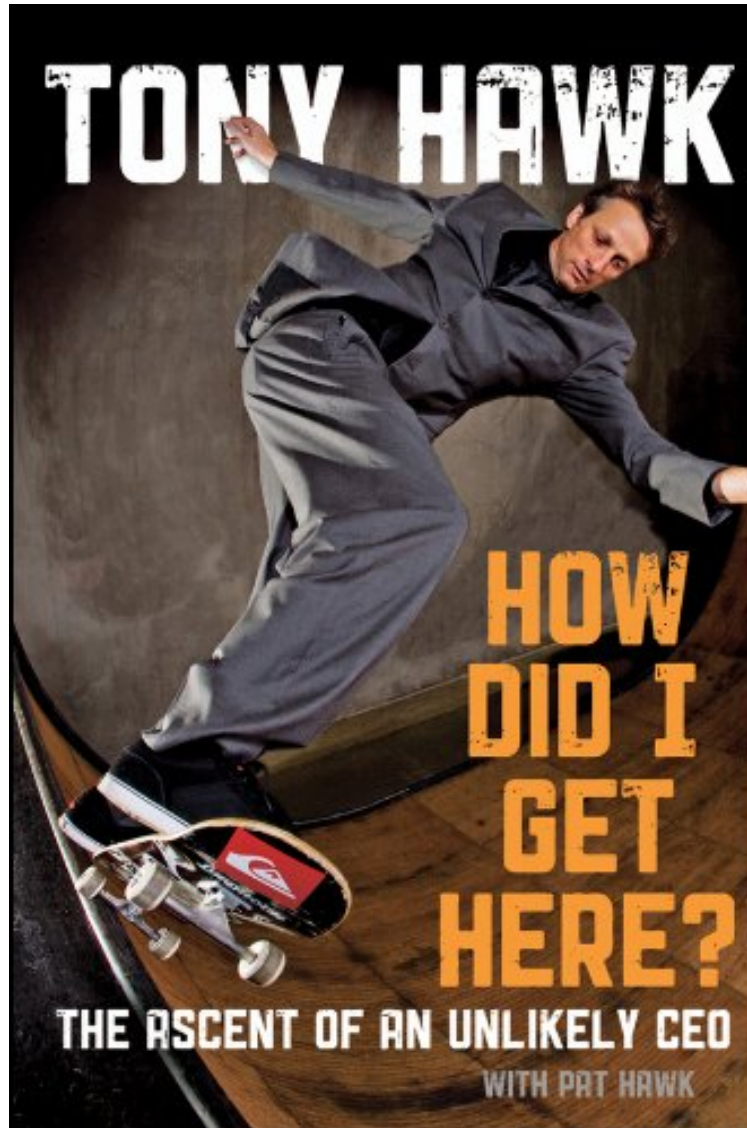


How Did I Get Here?: The Ascent of an Unlikely CEO

Tony Hawk

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Tony Hawk : How Did I Get Here?: The Ascent of an Unlikely CEO before purchasing it in order to gage whether or not it would be worth my time, and all praised How Did I Get Here?: The Ascent of an Unlikely CEO:

0 of 0 people found the following review helpful. A decent look at the rise of Tony HawkBy Anthony ScaliaEntertaining book but a bit repetitive at times. Could have (and should have) been a lot shorter. Also includes names and references that aren't explained, making some parts confusing for people not well-versed in the world of extreme sports.0 of 0 people found the following review helpful. a great follow on from the 1st ABBy GrimaceHaving read Occupation Skateboarder and thoroughly enjoyed it this is a great gap filler for anybody interested in knowing how Tony developed his empire and the hiccups and luck along the way, even my wife whom doesn't know jack about

skating loved these books. These books are easy to read and never boring. Highly recommend although Occupation Skateboarder I feel was a better book, read together they are a perfect match. 0 of 0 people found the following review helpful. A Great Read for The Business Minded Skater (Past and Present) By Scott L. Second Hawk biography I have read. Well written and provides excellent insight into the world that is Tony Hawk. I highly recommend this book as it is a quick, informative read.

The most famous skateboarder ever shares the business secrets to his success! He's the man who put skateboarding on the map. He's the first to land a 900 (two and a half full rotations). He's also among the richest pitchmen in any sport. And, in a sport that's especially youth-oriented, Tony Hawk, a 40-something father of four, still connects with his audience by staying true to who he is. Moving easily between the ramp and the boardroom, Tony currently runs one of the most acclaimed action sports companies, a clothing line, and video game series bearing his name that has sold over \$1 billion worldwide, making it the biggest selling action sports game franchise in game history. He has secured endorsement deals with major brands such as McDonalds, Intel, T-Mobile and Kohl's; started the Boom Boom HuckJam action sports tour; and achieved worldwide acclaim from the ESPN X Games. Filled with Tony's typical modesty and humor, *How Did I Get Here?* tells the amazing story behind Tony Hawk's unprecedented success from skateboarder to CEO, and the secrets behind his lasting appeal. You'll find out how authenticity has served him well in all his achievements. You'll also understand how his story has shaped many of his fundamental values, including his huge desire to win and his strong sense of realism. Get the inside story of Tony Hawk beyond the skateboard as he answers the question: *How Did I Get Here?*

.com The most famous skateboarder ever shares the business secrets to his success! He's the man who put skateboarding on the map. He's the first to land a 900 (two and a half full rotations). He's also among the richest pitchmen in any sport. And, in a sport that's especially youth-oriented, Tony Hawk, a 40-something father of four, still connects with his audience by staying true to who he is. Moving easily between the ramp and the boardroom, Tony currently runs one of the most acclaimed action sports companies, a clothing line, and video game series bearing his name that has sold over \$1 billion worldwide, making it the biggest selling action sports game franchise in game history. He has secured endorsement deals with major brands such as McDonalds, Intel, T-Mobile and Kohl's; started the Boom Boom HuckJam action sports tour; and achieved worldwide acclaim from the ESPN X Games. Filled with Tony's typical modesty and humor, *How Did I Get Here?* tells the amazing story behind Tony Hawk's unprecedented success from skateboarder to CEO, and the secrets behind his lasting appeal. You'll find out how authenticity has served him well in all his achievements. You'll also understand how his story has shaped many of his fundamental values, including his huge desire to win and his strong sense of realism. Get the inside story of Tony Hawk beyond the skateboard as he answers the question: *How Did I Get Here?* Exclusive: QA with Author Tony Hawk What inspired you to write this book, and what do you want readers to get out of it? I have had a very strange and unlikely path to success, but learned valuable (and entertaining) lessons along the way. This book is my way to share the experience and possibly help others navigate unique business opportunities. Where did the title, *How Did I Get Here?* come from? From the Talking Heads song "Once In A Lifetime." I have "how did I get here" moments almost every day of my life, so it was an easy choice. What has been your biggest accomplishment as CEO of Tony Hawk, Inc.? Staying relevant and helping to bring skateboarding to the masses. What does the future hold for Tony Hawk and Tony Hawk, Inc.? More skateboards/skateboarding, more videos, more videogames, more public skateparks and plenty more surprises. Photos of Tony Hawk Cutting the ceremonial ribbon to open the Compton Skatepark, a special project funded in part by the Tony Hawk Foundation. These are some of the kids who directly benefit from the work of The Tony Hawk Foundation. Jesse Fritsch and Tony hosting Demolition Radio from his in-house studio. Tony getting first crack at a new skatepark opened in Nederland, CO. '...entertaining review of his entrepreneurial endeavours.' (Business Life, December 2010). This is no sham celebrity business book...packed with lessons for entrepreneurs.' (Director, December 2010). From the Inside Flap When Tony Hawk got his first skateboard at age nine, he had no intention of ever making a living at it; even as he rocketed up the sport's amateur ranks. And of course he had no idea he would become the most famous skateboarder of all time, let alone the head of several successful related businesses. The same focus that drove him to pick himself up off the pavement again and again, that kept him riding through skating's lean times, and that fueled his celebrated ten-year quest to land the elusive 900 (two-and-a-half midair rotations), also helped him build his brand into a worldwide empire. From skateboards to clothing to sports tours to video games to online media, Tony Hawk has dominated markets with a laid-back style that masks his formidable business sense. Now, in *How Did I Get Here?*, Tony reveals the convictions that enable him to navigate between the skateboard and the boardroom. *How Did I Get Here?* takes you back to Tony's first business, the still-thriving Birdhouse Skateboards, which he and a friend started long before he had mainstream fame. He describes the lessons he learned (some of them hard) building Birdhouse on little more than a home-equity loan and the street cred he'd gained within the tight skating subculture of the '80s. You'll also find out how, by staying true to his passion and his instincts, he's been able to build his businesses into a global juggernaut. Whether working with tiny skate shops or national

chains like Kohl's, Tony found long-term success by insisting on authenticity. You'll see how he very consciously brings skating's homegrown style, DIY ethos, and underground heroes to each of his enterprises—;from start-up Web sites to mega-selling video games. True to Tony's twisted sense of humor, *How Did I Get Here?* also doesn't flinch from what didn't work (pink backpacks, anyone?), recounting his entrepreneurial mishaps in gruesome detail. Tony Hawk is living proof that you can stay close to your roots while going big in business. Discover the secrets to his success—;everything from brand strategy to the real meaning of "Boom Boom HuckJam"—;as Tony answers the question *How Did I Get Here?*