



Title information



Lionel Messi and the Art of Living

By Andy West

Key features

- A fresh new perspective on the career of arguably the greatest footballer in history
- Insightful analysis of Messi's highs and lows with both Barcelona and Argentina
- Examines how his journey resonates with our own lives
- Exclusive interviews with high achievers from a number of fields, relating different aspects of Messi's career to their personal stories
- Written by Barcelona-based journalist Andy West, who writes about Spanish football for BBC Sport
- Colour photo section to accompany the text
- Publicity campaign across traditional and new media, utilising the author's extensive personal contacts

Description

Lionel Messi and the Art of Living is a bold and insightful examination of a world-famous sporting hero's career from an entirely new perspective, providing a context extending far beyond the football field. The idea that sports stars are role models is a cliché, but it is also true in a way that is rarely appreciated. Although the details of Messi's story are already well known, *The Art of Living* examines afresh and anew his highs and lows, his successes and failures, his ongoing evolution and his endless struggle to succeed. It encourages us to consider, to analyse and – above all – to think about Messi's career from a different viewpoint, understanding how his journey can be related to our own lives on a meaningful and impactful level. Containing exclusive, illuminating interviews with deep thinkers and high achievers from a number of different fields, this book delivers a fresh and inspiring approach to a global icon, ensuring that you will never look at Lionel Messi – or life – in the same way again.

Details

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