

# [PDF] The Extra 2%: How Wall Street Strategies Took A Major League Baseball Team From Worst To First

Jonah Keri, Mark Cuban - pdf download free book

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#### Books Details:

Title: The Extra 2%: How Wall Street

Author: Jonah Keri, Mark Cuban

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#### Description:

**Review** “The rise of the Rays over the last half-decade has been so improbable it seems as if it was done by magic. It wasn’t. It took hard work, know-how, luck, and—as the title of this book suggests—those little moves on the margins that make all the difference. THE EXTRA 2% is far from a financial research paper, though—it is a fun, lively, and very smart read that might just make you into a Rays fan.” —**Will Leitch**, author of *Are We Winning?*

“Jonah Keri has given us a fascinating look at how the Tampa Bay (Devil) Rays became winners. THE

EXTRA 2% is a captivating book if you love baseball, but it's an even more captivating book if you love success." —**Joe Posnanski, senior writer, *Sports Illustrated***

"Tampa Bay winning the American League East ahead of the Yankees and the Red Sox twice in three years is one of the most underappreciated sports accomplishments of the last twenty years. Jonah Keri has written a combination business book and wonderful collection of anecdotes that should allow the reader to easily answer the question 'What was Tampa Bay thinking?' as well as understand how difficult it will always be for a team in that market to open its competitive window for longer than three years at a time." —**Peter Gammons, three-time National Sportswriter of the Year**

"The Tampa Bay Rays—with their ma-and-pa-sized budget—have gone head to head with baseball's two superpowers, the Yankees and the Red Sox. In the superb THE EXTRA 2%, Jonah Keri explains how and why in a way that will remind readers of Michael Lewis's *Moneyball*."

—**Buster Olney, senior writer, *ESPN The Magazine*, and author of *How Lucky You Can Be***

"All baseball fans ever ask for is hope: hope not only for a season out of their dreams, but also for leaders smart enough and imaginative enough to figure out how to make those dreams reality. In THE EXTRA 2%, Jonah Keri not only presents this blueprint followed to perfection but does so with a brilliant page-turner of a book that will satisfy fans of both baseball and first-rate writing." —**Mike Vaccaro, columnist, the *New York Post***

"There are a million ways to build a World Series team, but no one has ever built one quite like the Wall Street escapees in Tampa Bay. After reading Jonah Keri's brilliant account of the Rays' rise from laugh track to payback, I found myself thinking, 'The heck with *Moneyball*. Give me *Equityball*.'" —**Jayson Stark, senior writer, *ESPN.com***

**About the Author Jonah Keri** is the co-author and editor of *Baseball Between the Numbers: Why Everything You Know About the Game Is Wrong*, as well as a contributor to *ESPN.com*, *SI.com*, *Baseball Prospectus*, *The New York Times*, *The Wall Street Journal*, and other publications. He writes the flagship stock market column for *Investor's Business Daily* and has been named the lead baseball analyst for the new Bloomberg sports venture.

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