

Business Leaders Reveal How Golf Contributed to Their Success

Written by Australian Business

NEW YORK, NY, November 04, 2014 **/24-7PressRelease/** -- In her latest book *Two Good Rounds TITANS--Leaders in Industry & Golf* (Skyhorse Publishing; November 18, 2014; \$19.95; ISBN: 9781629148076), author Elisa Gaudet explores how the game of golf helped pave the way to success for some of the most prominent global business leaders.

"There is a special connection that exists between the worlds of golf and business, and it's a reason why many of today's business leaders have achieved success," says Gaudet, who is highly regarded for her work as founder of the strategic golf marketing firm Executive Golf International (EGI).

The third book in Gaudet's *Two Good Rounds* series, *TITANS--Leaders in Industry & Golf*, offers candid personal accounts from thirty three global business leaders about their success in business and paths to owning a golf course including Donald Trump, Julian Robertson, Gilberto Benetton, Herb Kohler, Paul Fireman, Peter Ueberroth, Peter Hill, Hans Peter Porsche, Ken Chu and Tom Cousins.

"In the book, each of these individuals reveals how golf enhanced their businesses and ultimately inspired them to own a golf course," Gaudet says.

Paul Fireman, founder of Reebok and owner of Liberty National Golf course, offers readers this advice, "When you go on a golf course with a person for four hours, you build a relationship in four hours that could otherwise take you 40 years to get. You have an understanding of the person. Golf teaches you a great deal: integrity, patience, perseverance."

TITANS--Leaders in Industry & Golf also features iconic professional golfers that have leveraged their career winnings into successful brands and business ventures including; Arnold Palmer, Jack Nicklaus, Gary Player, Tiger Woods, Ernie Els, Anika Sorenstam, Greg Norman and Ben Crenshaw.

"The three books that comprise the *Two Good Rounds* series offer a wonderful tribute to the great business people, elite athletes, and pro-golfers who truly love golf," Gaudet says. Moreover, "these books have been likened to a great 19th hole because they are a way to share inspirational stories about achieving success. At a time when the golf industry is looking for ways to gain exposure and engage new fans this is a respectful, feel-good way to shine a light on the multitude of athletes, celebrities and business executives that have a passion for golf. "

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Andrew Sharpless, CEO of Oceana, wrote the foreword of the book and a percentage of the proceeds from TITANS will go to Oceana and ocean conservation.

ABOUT ELISA GAUDET

A sought-after expert in the world of golf, Elisa Gaudet has worked in the industry for 14 years and often appears as a guest on television and radio shows on Fox, CBS, and local news stations around the country. Gaudet is highly regarded for her work as founder of Executive Golf International (EGI), a strategic golf marketing firm that works with clients to develop and implement golf-related programs. In addition to executing the EMC World Cup in 2002, she has worked for the PGA Tour and the Tour de las Americas.

In 2003, Gaudet began writing the syndicated column "On the Lip" and has become a contributor to The Huffington Post, New England Golf Monthly, Cybergolf, and Stratosphere Inflight Magazine, among other luxury, golf and lifestyle publications. In 2011, she launched the Two Good Rounds, a golf lifestyle brand that led to a book series by the same name. Gaudet's book TITANS--Leaders in Industry & Golf is the third book in the series.

For more information, visit: <http://www.twogoodrounds.com/>