



The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First

Jonah Keri

Download now

[Click here](#) if your download doesn't start automatically

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First

Jonah Keri

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First Jonah Keri

What happens when three financial industry whiz kids and certified baseball nuts take over an ailing major league franchise and implement the same strategies that fueled their success on Wall Street? In the case of the 2008 Tampa Bay Rays, an American League championship happens—the culmination of one of the greatest turnarounds in baseball history.

In *The Extra 2%*, financial journalist and sportswriter Jonah Keri chronicles the remarkable story of one team's Cinderella journey from divisional doormat to World Series contender. When former Goldman Sachs colleagues Stuart Sternberg and Matthew Silverman assumed control of the Tampa Bay Devil Rays in 2005, it looked as if they were buying the baseball equivalent of a penny stock. But the incoming regime came armed with a master plan: to leverage their skill at trading, valuation, and management to build a model twenty-first-century franchise that could compete with their bigger, stronger, richer rivals—and prevail.

Together with “boy genius” general manager Andrew Friedman, the new Rays owners jettisoned the old ways of doing things, substituting their own innovative ideas about employee development, marketing and public relations, and personnel management. They exorcized the “devil” from the team's nickname, developed metrics that let them take advantage of undervalued aspects of the game, like defense, and hired a forward-thinking field manager as dedicated to unconventional strategy as they were. By quantifying the game's intangibles—that extra 2% that separates a winning organization from a losing one—they were able to deliver to Tampa Bay something that Billy Beane's “Moneyball” had never brought to Oakland: an American League pennant.

A book about what happens when you apply your business skills to your life's passion, *The Extra 2%* is an informative and entertaining case study for any organization that wants to go from worst to first.

From the Hardcover edition.

 [Download The Extra 2%: How Wall Street Strategies Took a Ma ...pdf](#)

 [Read Online The Extra 2%: How Wall Street Strategies Took a ...pdf](#)

Download and Read Free Online The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First Jonah Keri

From reader reviews:

Corinna Edwards:

Now a day people who Living in the era wherever everything reachable by connect with the internet and the resources within it can be true or not demand people to be aware of each information they get. How people have to be smart in receiving any information nowadays? Of course the solution is reading a book. Studying a book can help persons out of this uncertainty Information particularly this The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First book as this book offers you rich info and knowledge. Of course the data in this book hundred pct guarantees there is no doubt in it you may already know.

Larry Dolin:

People live in this new day of lifestyle always try to and must have the time or they will get great deal of stress from both everyday life and work. So , if we ask do people have extra time, we will say absolutely sure. People is human not just a robot. Then we request again, what kind of activity do you have when the spare time coming to an individual of course your answer will probably unlimited right. Then do you ever try this one, reading ebooks. It can be your alternative inside spending your spare time, the book you have read is actually The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First.

Donald Noble:

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First can be one of your starter books that are good idea. Most of us recommend that straight away because this e-book has good vocabulary that could increase your knowledge in terminology, easy to understand, bit entertaining however delivering the information. The copy writer giving his/her effort to put every word into joy arrangement in writing The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First but doesn't forget the main position, giving the reader the hottest as well as based confirm resource facts that maybe you can be considered one of it. This great information can drawn you into new stage of crucial imagining.

Lashunda McCloud:

This The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First is great book for you because the content which is full of information for you who have always deal with world and have to make decision every minute. This book reveal it details accurately using great plan word or we can declare no rambling sentences included. So if you are read this hurriedly you can have whole information in it. Doesn't mean it only provides you with straight forward sentences but tricky core information with wonderful delivering sentences. Having The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First in your hand like obtaining the world in your arm,

information in it is not ridiculous a single. We can say that no e-book that offer you world with ten or fifteen tiny right but this reserve already do that. So , it is good reading book. Hey Mr. and Mrs. active do you still doubt which?

Download and Read Online The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First Jonah Keri #OU45QGLRCHS

Read The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First by Jonah Keri for online ebook

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First by Jonah Keri Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First by Jonah Keri books to read online.

Online The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First by Jonah Keri ebook PDF download

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First by Jonah Keri Doc

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First by Jonah Keri Mobipocket

The Extra 2%: How Wall Street Strategies Took a Major League Baseball Team from Worst to First First by Jonah Keri EPub