



the time are well researched. Levy and Leach have extracted I believe some very poignant observations about how Geronimo and his forces were so easily able to wage such a campaign of trouble and impunity across the old west. The Authors I think do a good job of showing how some of these same methods can be used in our everyday lives today. 7 of 7 people found the following review helpful. Historical with a personal touch By Warre Spalding I really enjoyed that it focused more on the history aspect than it did the leadership. It was an easy read and kept the leadership principles short and to the point. The surprise for me was how the personality of the characters was brought to light. 3 of 3 people found the following review helpful. Spectacular addition to historical perspective of the times AND modern day leadership! By JohnBBQ Most of us have never lived through losing your home and way of life from marauding people (white folks) and then not understanding why their was retaliation. This book on Geronimo is special and it adds another sordid chapter of government dealings with the First Americans. Coach Leach adapts the skill and mind set of those Apaches Indians into a set of rules to live by today. They are good for teams or legislatures! If you are new to management in your business, you should read this book. If you are new to western history, this is a good place to start learning about the real west by reading this book.

“In the hands of Mike Leach and Buddy Levy, the story of this brilliant Apache leader comes into sharp focus, both in their narrative of his life and in spirited commentaries on its meaning” (S.C. Gwynne, author of Pulitzer Prize finalist *Empire of the Summer Moon*). Playing cowboys and Indians as a boy, legendary college football coach Mike Leach always chose to be the Indian—the underdog whose success turned on being a tough, resourceful, ingenious fighter. And the greatest Indian military leader of all was Geronimo, the Apache warrior whose name is so symbolic of courage that World War II paratroopers shouted it as they leaped from airplanes into battle. Told in the style of Robert Green’s *The 48 Laws of Power*, Leach’s compelling and inspiring book examines Geronimo’s leadership approach and the timeless strategies, decisions, and personal qualities that made him a success. Raised in an unforgiving landscape, Geronimo and his band faced enemies better armed, better equipped, and more numerous than they were. But somehow they won victories against all odds, beguiling the United States and Mexican governments and earning the respect and awe of those generals committed to hunting him down. While some believed that Geronimo had supernatural powers, much of his genius can be ascribed to old-fashioned values such as relentless training and preparation, leveraging resources, finding ways to turn defeats into victories, and being faster and more nimble than his enemy. The tactics of Geronimo would be studied and copied by the US military for generations. Pain, pride, humility, family—many things shaped Geronimo’s life. In this compelling book that humanizes a man many misunderstood” (New York Times bestselling author Brian Kilmeade), Mike Leach illustrates how we too can use the forces and circumstances of our own lives to build true leadership today.

From Booklist Leach is an innovative but controversial college football coach with a lifelong interest in Native American history; co-author Levy is a freelance journalist who has written extensively on topics in American history. They present a useful but rather frustratingly inconsistent profile of the legendary Apache warrior. When they stick to the basic historical facts, they provide an interesting and useful introductory guide to the life and exploits of Geronimo. They include the outrage against his family by Mexican authorities, his early military efforts against both the Mexican and the American military, and his remarkable final campaign, in which he and his small band of followers evaded, for a time, thousands of American troops. Unfortunately, in their efforts to inflate Geronimo into an example of great leadership, they gloss over his glaring personal shortcomings and failures, including his inability to imagine an alternative to his consistent life of predatory raiding. While newcomers to the topic will find value here, a more objective and less laudatory study of Geronimo is required. --Jay Freeman "Mr. Leach's narrative (with an assist from writer Buddy Levy ) tells the highly compelling story of a strong and resourceful people." (Dave Shiflett *The Wall Street Journal*) About the Author Mike Leach is a legendary college football coach and New York Times bestselling author of *Swing Your Sword*. He has appeared on *60 Minutes* and has been featured in *The New York Times Magazine*, *Sports Illustrated*, *ESPN The Magazine*, and *USA TODAY*. He is the only college coach ever featured by NFL Films. Buddy Levy is the author of *Conquistador*, *River of Darkness*, and *American Legend*. He is co-star of Brad Meltzer’s *Decoded* on H2 (History Channel), and has been featured or reviewed in *The New York Times*, *The Wall Street Journal*, *USA TODAY*, *The Washington Post*, *The Washington Times*, *Kirkus*, *Publishers Weekly*, *Booklist*, and *Library Journal*.