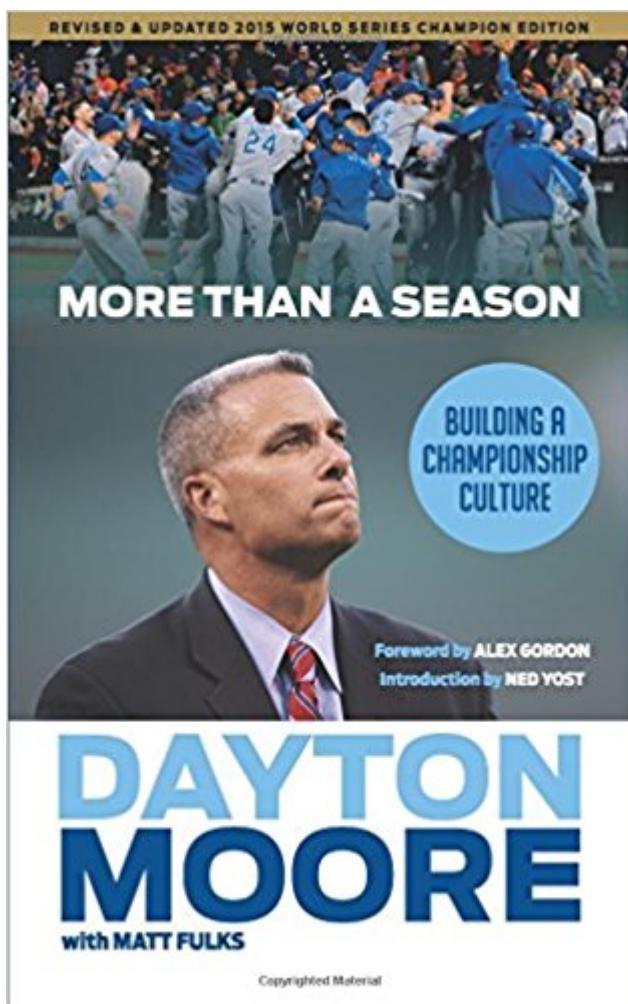


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# More Than A Season: Building A Championship Culture



## Synopsis

Provides a blueprint for becoming a champion, both on and off the field. When Dayton Moore arrived in Kansas City in 2006, the Royals hardly resembled a contender. The general manager inherited a major league club that had just one winning season in the previous decade. Moore, a Kansas native who grew up as a Royals fan, implemented a plan to return the franchise to its glory years. Though not without a few bumps in the road, that plan came to fruition in 2014 and 2015, as the Royals reached the World Series both years and were crowned 2015 World Series champions. In *More Than a Season*, Moore shares how his faith and leadership principles guided his rebooting of the Royals. The general manager describes how he built one of baseball's best farm systems and international scouting departments out of nothing. He shares insight on how he persevered through six consecutive losing seasons and the critical response to controversial trades of Zack Greinke and Wil Myers transactions that ultimately yielded the foundation of a champion. Full of never-before-told stories from inside the Royals organization *More Than a Season* features an introduction by William F. High, CEO of the National Christian Foundation Heartland. This updated edition features an all-new prologue and an additional chapter celebrating the 2015 World Series championship season.

## Book Information

Paperback: 272 pages

Publisher: Triumph Books; 2 edition (April 1, 2016)

Language: English

ISBN-10: 1629372676

ISBN-13: 978-1629372679

Product Dimensions: 5 x 0.7 x 8 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 68 customer reviews

Best Sellers Rank: #259,695 in Books (See Top 100 in Books) #51 in Books > Sports & Outdoors > Coaching > Baseball #79 in Books > Travel > United States > Central #143 in Books > Biographies & Memoirs > Sports & Outdoors > Baseball

## Customer Reviews

Dayton Moore is the general manager of the 2015 World Series champion Kansas City Royals. Since taking over in 2006, Moore has rebuilt the Royals organization into one of baseball's best. He lives with his family in Leawood, Kansas. Matt Fulks is a freelance writer and editor and a

regular contributor to various publications, including the Kansas City Star and Royals Baseball Insider magazine, the official publication of the Kansas City Royals. In recent years, he has also written for CBS Sportsline, the Denver Post, and USA Today Sports Weekly. He is the author or coauthor of 15 books, including projects with Royals legends Denny Matthews, Frank White, and Fred White. He lives in Overland Park, Kansas. A three-time All-Star and four-time Gold Glove winner, outfielder Alex Gordon has been one of the Royals' best and most popular players during their back-to-back World Series campaigns. He resides in Kansas City, Missouri. As manager of the Kansas City Royals, Ned Yost has led the team to back-to-back World Series in 2014 and 2015. He resides in Kansas City, Missouri.

This is a deceptively comprehensive book. It not only covers Dayton Moore's strategy for guiding the Royals to the World Series, but uses Kansas City as a parable for anyone interested in improving their organization or business. I was curious to see if it would really explain how to build a "championship culture", and I was not disappointed. Some of my notes about the book: On Leadership: You can't fool the players. They respect coaches who demonstrate that they care. On God: A servant of the Lord must be kind to everyone, teach and be patient with difficult people. (I'm not religious but this is a good reminder for everyone.) On Perseverance: The key to baseball is who manages failure the best. Because you're guaranteed to fail. On Helping Others: Don't push or sweet-talk your way to the top. Put yourself aside and help others get ahead. On Criticism: If you're motivated by praise you'll be defeated by criticism. Now, a couple things about this book. You should appreciate baseball enough to read the minutiae of scouting, front office management, 3rd base coaching, and so on. Secondly, another reviewer complained that this book spends a lot of time praising tons and tons of people. I don't view this as a bad thing. Rather, it suggests (to me) what a truly humble leader would do when chronicling success - which is to give all the praise to the team.

Solid book about a solid man! I think there is a lot to take away here for the average man, the businessman, the baseball man, or the Christian man. Also, definitely applicable for women too just got on a roll there with the original comments. I really appreciate his dedication to a franchise and a plan, and his willingness to endure hardship and emphasize integrity amidst his players and coaching staff. I also appreciate how he values every one on the team or in the Royals organization so highly. I am a yankee, but I've gotta say that this book makes me pull for the Royals just a bit more.

Just started reading this and am excited to learn more about Dayton Moore's philosophies. My

husband had the privilege of hearing him speak at a local church here in KC recently. Very impressed with his values - faith, family and professional. As die-hard KC Royals fans, we'll enjoy reading this and learning more about our great MLB team.

NOTE: This product was a personal purchase for myself or a family member at the normal retail price. I also rely on honest customer reviews when I'm making purchase decisions, so I do NOT give positive reviews to products that don't deserve them. Please feel free to ask me any questions about this item, and I'll do my best to answer.

Good stuff here. Great to read about the process used by Mr. Moore to build a championship organization in Kansas City. I'm not a KC fan. Just a fan of great baseball.

Dayton's dependence upon God comes through loud and clear. Yet, he clearly is very passionate about winning, and winning big. A very good read especially for Royals fans or those following baseball in a small market location.

I really enjoyed how Dayton described the process for building a championship culture with the Kansas City Royals. It was great to read about his journey and appreciated how he gave glory to God for his success. I recommend this for Royals fans or Christian athletes.

I purchased this book because I am a lifelong Royals fan and I wanted to re-live the glory of the 2014 season. What I gained was that and so much Moore (there he goes again!). This book is a study in leadership. Many of the attributes that Dayton Moore claims as a factor in the Royal's success can be applied in business, education and family dynamics. I am a high school band director who is called upon to lead, motivate and inspire 130 teenagers on a yearly basis. When camp rolls around on August 1, I plan on using many of the principles, philosophies and quotes from this stellar book!

As a die hard Royals fan there was no doubt I would read this book. A great look into the rebuilding of our team. Reliving the 2014 playoffs took me back to the games. Must read for any Royals or baseball fan!!

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