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Sommario/riassunto	Having studied Kelly's time at Oregon extensively, Saltveit has written the book on Kelly. Literally. --Dan Graziano, ESPN During his four years as football coach at the University of Oregon, Chip Kelly led the previously unheralded Ducks to a 46-7 record. But Chip Kelly's method goes a lot deeper than his high-risk defense and lightning-fast, no-huddle offense. What is behind Chip's astonishing success? It's a lot more than just plays and tactics. Now that he's in the NFL as head coach of the Philadelphia Eagles, this book looks at the remarkable philosophy and innovative management strategies that Chip Kelly uses to build elite teams-strategies that every leader or business manager can employ to make their own brand a champion. He just thinks so differently than anyone I've ever met.--John Neal, Oregon assistant coach Saltveit lays out a clear picture of how Kelly operates.--Bob Ford, PHILADELPHIA INQUIRER