



The Bald Truth

David Falk

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Superagent David Falk -- the man who called the shots for some of the greatest heroes in the history of basketball -- reveals the innovative business secrets that catapulted him to the top of his game.

David Falk is the most successful agent in the game of basketball. He has represented more NBA first-round draft selections, lottery picks, Rookies-of-the-Year, and All-Stars than anyone else in the business. He changed the NBA's entire salary structure with a unique approach to negotiations that garnered some of the biggest contracts in league history, including Alonzo Mourning's \$100-plus million contract with the Miami Heat -- the first ever in professional sports. His groundbreaking Nike deal for Michael Jordan, the most successful endorsement relationship in history, revolutionized basketball by creating the game's first commercial superstar.

Basketball Digest called Falk one of the sport's most influential people, second only to NBA commissioner David Stern. In *The Bald Truth*, Falk, respected throughout the industry as an innovator, candidly unveils the business secrets that have fueled his extraordinary success. For the first time, he shares the fascinating insider details of how he negotiated lucrative contracts, learned from his mistakes, and branded and marketed not only the greatest basketball stars in history but also other elite athletes and coaches.

Falk is blunt, he's fair, and he looks at the long run rather than the short-term gains. To make a great deal, he believes, both sides have to win. He adheres to steadfast principles, some of which he learned from the celebrated champion athletes and revered coaching legends -- like Georgetown's John Thompson and Duke's Mike Krzyzewski -- who have been long-standing clients and lifelong friends.

Since Falk began representing athletes more than thirty-five years ago, basketball has grown from a fledgling team sport to a multibilliondollar business with celebrity players, powerful endorsement deals, salary caps, and ever-evolving free agency rules. He has made millions of dollars for himself and his clients, but today he remains in the business for one reason: love of the game -- on and off the court.

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