



The Bald Truth

David Falk

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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.

Basketball Digest called superagent David Falk one of basketball's most influential people, second only to NBA commissioner David Stern. Falk has represented more NBA first-round draft selections, lottery picks, Rookies-of-the-Year, and All-Stars than anyone else in the business. Now, he shares the fascinating insider details of how he negotiated lucrative contracts for superstars like Michael Jordan and Alonzo Mourning (changing the NBA's entire salary structure in the process), learned from his mistakes, and branded and marketed some of the greatest basketball players in history as the fledgling team sport grew into a multibilliondollar business.

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