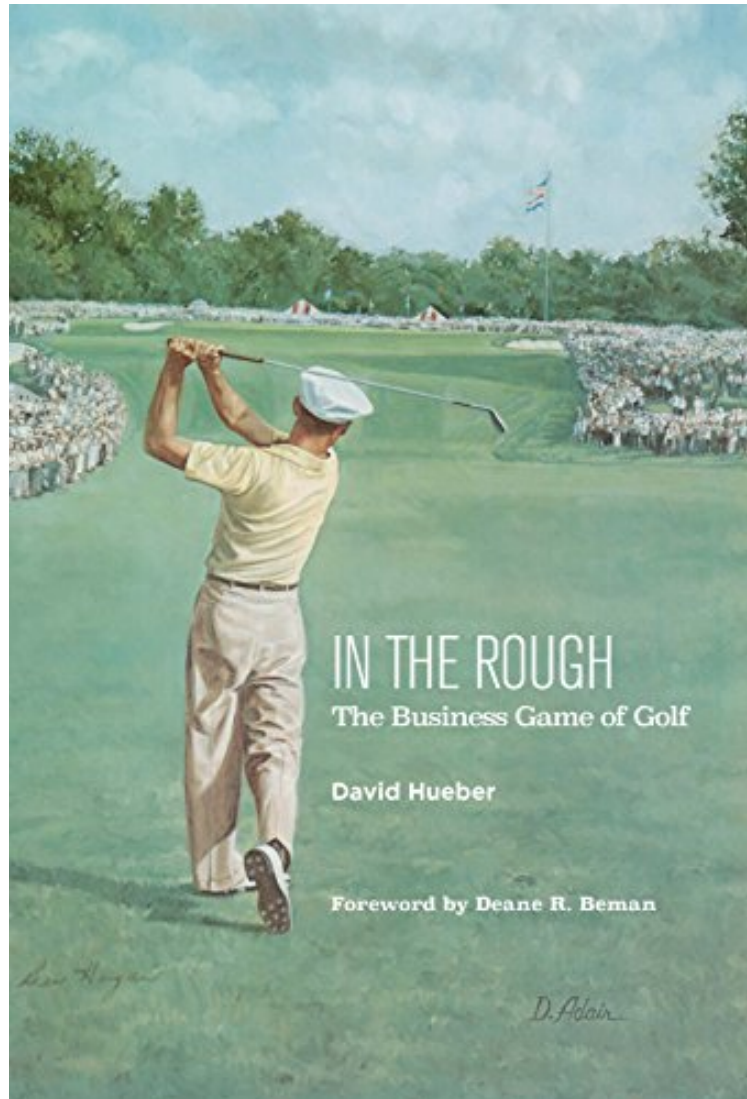


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In the Rough: The Business Game of Golf

David Hueber

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David Hueber : In the Rough: The Business Game of Golf before purchasing it in order to gage whether or not it would be worth my time, and all praised In the Rough: The Business Game of Golf:

0 of 0 people found the following review helpful. was a gift and they have loved the book tooBy Jeni7421Fast delivery, was a gift and they have loved the book too!0 of 0 people found the following review helpful. Four StarsBy Mueller GunnarEvery Hogan story is a gold nugget

There has never been a book about the inner workings of the golf business or its leading players from an insiders's point of view. In the Rough reads like a novel, but it could also be required reading in a business school. This book takes the reader on a ride through the author's unusual professional career and what he discovered in the most

revealing settings and scenes of the golf industry at its awkward and colorful best. Most of the events and incidents appearing here are firsthand accounts portraying a host of famous and colorful characters in both golf and the business world. The central characters in this book are Ben Hogan, one of the five best players of all time and a highly successful golf-equipment executive; Deane Beman, a star amateur and successful professional golfer who became the commissioner and invented the modern-day PGA Tour; and Minoru Isutani, a wealthy Japanese entrepreneur who is probably best known for having lost \$350 million on the purchase and sale of Pebble Beach. Some of the other costars include Jack Nicklaus, Karsten Solheim (Ping Golf Company), Greg Norman, and Ely Callaway—all names you have seen etched on a wood, an iron, or a putter, among other places.

“David Hueber has been one of the most influential people in the game and golf business over the past twenty-five years. He is also a good writer and a great storyteller. Over the course of this book, you will experience what it was like to work for Commissioner Beman during the birth of the modern-day PGA Tour, as well as what it was like to know and work with Ben Hogan, or even what it was like to play Pebble Beach anytime you wanted.”—Jerry Tarde, Chairman and Editor-In-Chief of Golf Digest