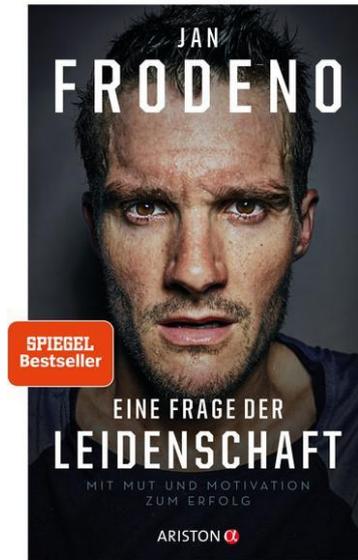


Honest, authentic, and very supportive: an Ironman winner reveals his concept for success.



Jan Frodeno

Winning Matters

[Eine Frage der Leidenschaft]
Success through courage and passion

Ariston

224 pages

Format 13,5 x 21,5 cm

May 2018

Jan Frodeno, born in 1981, grew up in South Africa and worked as a lifeguard during his school years. Through a series of coincidences he came to know of the triathlon, and returned to his German homeland when he was 20 to train as a professional athlete. When just 27 years old, he became a surprise Olympic champion in Beijing. After his burnout, he fought back to be the best in the world, and celebrated his best year in 2015. He lives with his wife and son in Spain and Australia.

Twenty-five kilometers swimming, 650 kilometers cycling and 100 kilometers running – this is the work week of Jan Frodeno, the most successful triathlete in the world.

Frodeno provides an exciting insight into his life, into all his professional and private highs and lows – his surprising Olympic victory, his burnout, and his most successful sports year with his victory at the legendary Ironman Hawaii (2015) and the world record in 2016. He reveals the principles that helped him to become a successful athlete and have made him the person he is today: courage, hard work, renunciation, and especially passion.

A book about love and the enthusiasm for sport, but also about courage, denial, defeat, perfectionism, true goals, and passion

Press

"[Frodeno] presents us here with a very readable autobiography containing profound insights into an incredibly fascinating sport." *Gelnhäuser Zeitung*

"a book for managers with a mind of their own" *Handelsblatt*

"The way he writes is as passionate, structured and focussed as the way he does sport. The book is authentic and entertaining and in it he takes readers through formative

years that have been fast and furious and successful."
Standort 38