

New Book *Win in Your Life* by Michael London inspired by Villanova University Reveals “Sweet Sixteen Principles of Champions”

(Monday, June 12, 2017 ~ Villanova, PA) Michael London introduced his new book, *Win in Your Life*, to the Villanova University community during the school's Alumni Reunion Weekend 2017. A Villanova alum, successful entrepreneur, publisher, community servant, and past trainer of the Saturn Culture & Management program, Michael London has authored a book that chronicles the school's 2016 Basketball Championship run. It is part love song to the “Villanova Way” and part homage to “Wisdom of the Ages.” The sum of these parts creates a road map for success and along the way makes for an inspiring read.

After reading *Win in Your Life*, the Very Rev. Bernard C. Scianna, O.S.A., Ph.D. and Villanova Board of Trustee member said, “This book is a treasure. I couldn't put it down...truly! I was reliving the 2016 Basketball Championship Final in Houston last year...as well my memories, lessons, relationships, and values since being connected to Villanova as a student, alumnus, Augustinian, and Trustee—all positive! Using the Villanova Basketball program as the venue for reflection on life is terrific! This book is a treasure of practical wisdom!”

London, a '74 Villanova Alumnus said, “I could hardly contain my excitement as I watched Coach Jay Wright lead our Villanova Wildcats on their epic run to the 2016 NCAA® Men's Basketball National Championship. I was in Houston for one of the most thrilling games in sports history. Kris Jenkins hit a buzzer-beating shot that has become legend for March Madness® fans nationwide.” Immersing himself in every piece of commentary he could find that led up to that historic moment and after viewing countless game recaps, London noticed that most news stories focused on the last 4.7 seconds of the final championship game. Yet looking past the sensational headlines, London found that the rest of the story is even more astounding. The life-changing message behind the headlines is about the universal principles of winning that brought Villanova to that incredible moment in history.

With his book, *Win in Your Life*, Michael London looks at the winning principles of champions. While each of the “Sweet Sixteen Principles of Success” is illustrated by a member of the 2016 Championship Wildcats Team, *Win in Your Life* reaches far beyond the basketball court. These philosophies can be traced back to the 4th Century and beyond; and yet are relevant standards of excellence for business, team, and personal success today. London said, “This is a book about winning in every aspect of your life!”

Win in Your Life illustrates how a specific set of core values is exemplified in the lives of successful athletes and leaders throughout history. Each value is brought to life by inspiring stories of those who have lived them out—from Saint Augustine to Abraham Lincoln to Martin Luther King Jr. to John F. Kennedy to Villanova players and coaches. For those intrigued by hidden threads, the author points out extraordinary connections between some of these famous world leaders and Villanova's championship season.

Win in Your Life shares universal winning principles used by champions to move past large and small setbacks, transform their attitude, and propel them to success. Beyond that, *Win in Your Life* reveals just what success means to someone living their life based on core values exemplified by a servant attitude.

For more info go to: www.WinInYourLife.com

Win in Your Life is available www.WinInYourLife.com or on Amazon.com.

About Michael London

The founder and publisher of a universally heralded travel guide used by professional group tour planners across North America since 1994. He has been actively involved in serving his community, creating innovative marketing and customer satisfaction improvement initiatives for over two decades. Inspired by the service-oriented principles of his alma mater, Villanova University, and embodying an entrepreneurial approach to life, London has used and taught a core values approach for business and personal success. He was selected to be the primary trainer for the Saturn Culture and Management program for a critical region of the country in the largest project ever undertaken by General Motors.

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