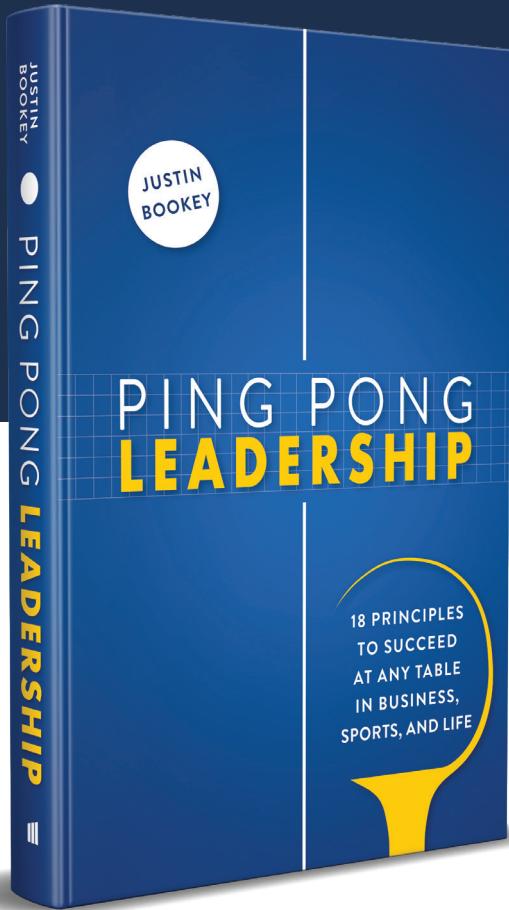


# BEYOND THE TABLE

## LEADERSHIP THROUGH A UNIQUE LENS: PING PONG



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Award-winning marketing strategist and global ping pong player **JUSTIN BOOKEY** shows leaders of all levels how to envision and create meaningful change—from small business to Fortune 500 companies.

[PINGPONGLEADERSHIP.COM](http://PINGPONGLEADERSHIP.COM)

### Surprisingly relevant business and leadership lessons – from ping pong

Justin Bookey has spent decades in both worlds. As an Emmy-nominated content creator and strategist, he's worked with leaders at global companies to accomplish their business goals. As a competitive table tennis player, he's trained with national and world champions and won medals at the US Open.

Those two worlds rarely overlapped—until Bookey realized that the core principles he learned while training to compete at the table also apply to success in business and leadership.

In the 1970s, the leaders of the US and China famously used friendly table tennis matches as a first step in thawing decades of icy relations—an effort dubbed Ping Pong Diplomacy. *Ping Pong Leadership* takes the next step, showing leaders of all types how to envision and create meaningful change, from small business to the Fortune 500 and broader communities.

Along with exclusive insights from leaders in commerce, culture, and technology, this book distills lessons from one of the world's most-played sports into 18 actionable and unforgettable "Pong Principles."

For leaders, entrepreneurs, and competitors of all kinds, *Ping Pong Leadership* is a powerful guide to success at any table.

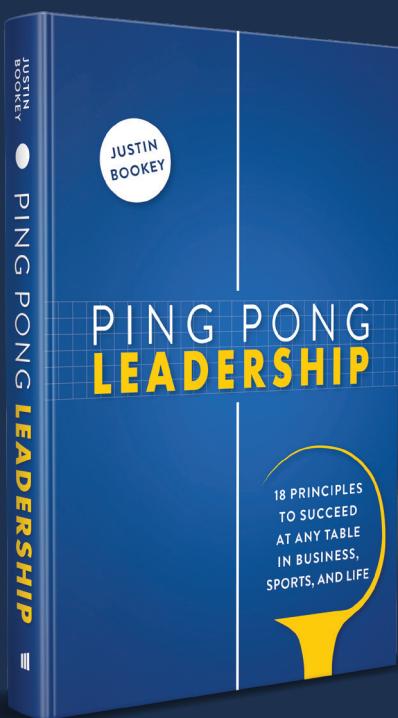
## ABOUT JUSTIN BOOKEY



Justin Bookey is a former lawyer, an award-winning marketing strategist, and global ping pong player. He's had the good fortune of learning from some of the best and brightest in several arenas while working with leaders at Disney, Sony, Honda, Qualcomm, XPRIZE, and more. After practicing communications law for several years in Washington, DC, he transitioned to web content development. He's earned Emmy nominations for feature documentaries he produced, and Telly, Viddy, and ADDY awards for digital marketing campaigns he spearheaded.

Upon moving to LA, Bookey stepped up his training with Olympian and world-class table tennis coach Wei Wang. His efforts with her and other national/world champions helped him win medals at the US Open and the US national championships. He learned different leadership cultures while studying in India and teaching in Japan, and has played table tennis on seven continents. He grew up in Seattle, Washington, and now lives and works in Santa Monica, California, where he also runs PongFit, a nonprofit that builds fitness and community through ping pong.

## JUSTIN IS AVAILABLE FOR INTERVIEWS, FEATURES, BOOK EVENTS, SPEAKING ENGAGEMENTS, AND APPEARANCES



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# **PING PONG LEADERSHIP HIGHLIGHTS**

## **18 PONG PRINCIPLES FROM THE FOLLOWING THOUGHT LEADERS**



**Katrín Jakobsdóttir**  
Prime Minister of  
Iceland 2017-2024



**Scott Page**  
Saxophonist for Pink  
Floyd, Toto, etc.



**Nolan Bushnell**  
Founder of Atari and  
Chuck E. Cheese



**Erik Oberholtzer**  
Founder of Tender  
Greens Restaurant



**Vicky Tsai**  
Founder of Tatcha  
Skincare Company



**Will Shortz**  
NY Times Crossword  
Puzzle Editor



**Aman Bhutani**  
CEO of GoDaddy



**Alison Levine**  
Completed Explorers  
Grand Slam



**Valorie Kondos Field**  
Hall of Fame UCLA  
Gymnastics Coach



**Annie Duke**  
World Series of  
Poker Champion



**Rob Angel**  
Creator of Pictionary



**Shelley Paxton**  
Former Harley-  
Davidson CMO



**Neil deGrasse Tyson**  
World-Renowned  
Physicist



**Lavinia Errico**  
Cofounder, Equinox Fitness  
& Inside Out Movement



**Patrick Lee**  
Founding CEO of  
Rotten Tomatoes



**Cliff Kapono**  
Biomedical Scientist  
and Pro Surfer



**Claudia San Pedro**  
Former President of  
Sonic Drive-In



**John "Gucci" Foley**  
Former Blue Angels Lead  
Solo Pilot

# PRAISE FOR PING PONG LEADERSHIP

“At some point, we all face a critical business or leadership challenge, large or small. That’s why every leader will appreciate the ‘pong principles’ in this book. These stories from impressive leaders and innovators will accelerate your ability to reach your business or leadership goals.”

—JEFF HOFFMAN, *Priceline.com cofounder*

“Justin Bookey artfully draws the parallels between the game of ping pong and effective leadership strategies. This book is a must-read for anyone looking to elevate their competitive game to the next level!”

—TAWNY BANH, *two-time table tennis Olympian and four-time US national doubles champion*

“Bookey seamlessly weaves together fascinating details about the sport and art of ping pong with actionable advice from some of today’s top thinkers and business leaders. A quick and charming read, served up with plenty of surprising spin.”

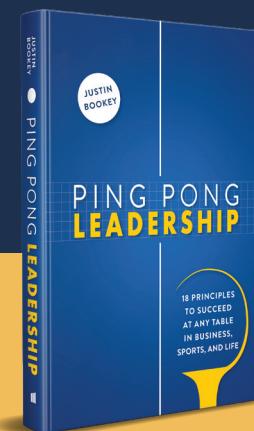
—GREG SPENCE, *Emmy-winning producer of Game of Thrones and The Last of Us*

“More than a workplace culture fixture in Silicon Valley startups, ping pong is one of the most accessible and widely played games in the world. In *Ping Pong Leadership*, Justin Bookey makes reading about his beloved sport fun—even as he reveals its hidden wisdom for life and leadership.”

—ERIC SCHURENBERG, *former CEO of Inc. and Fast Company*

“Whether you’re on the golf course, at the ping pong table, or any table—if you’re striving for peak performance, there is nothing more important than winning the mental game. *Ping Pong Leadership* brilliantly captures this connection between success in sports and success in life.”

—BOB ROTELLA, *New York Times bestselling author of How Champions Think*



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