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Hook Me Up, Playa!



Synopsis

Hook Me Up, Playa! by former NBA star Lawrence Funderburke warns both professional and aspiring athletes of the dark side of the limelight through interviews with close friends who are (or were) professional athletes. Funderburke exposes the near constant pressure from "hook-me-uppers", those predators targeting pro athletes looking for favors (usually money); the need to keep your eyes peeled for con artists, fraudulent investment scams, and ordinary street criminals; the cynicism that comes with believing (most often correctly) that everybody you meet wants something from you -time, money, your name, etc. Funderburke's primary interest is helping young people - athletes and non-athletes - in making the right career decisions, not based on the often overwhelming desire for instant gratification, but rather on what is in their long-term best interest. As Funderburke sees it, too many young people see professional sports as an invitation to a life-long party. And to make matters worse, a lot of kids are pushed toward a career in professional sports by obsessive parents who have their own agendas.

Book Information

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Customer Reviews

Well written easy to read essay on the pitfalls of sudden wealth and the responsibility to manage it. Mr Funderburke brings home so many important financial concepts that can be utilized by everyone who is responsible for managing their financial affairs and how to recognize the agendas of others, agendas that are often at odds to your own financial goals. A must read for any one who feels at risk when dealing with financial "advisors".

Mr. Funderburke knows of what he speaks - for several years, Mr. Funderburke was hired by the NFL and the NBA to give his presentation to rookies precisely because they were wealthy and vulnerable to precisely the scams he writes about in his book. This is "Can't-Put-It-Down" material written by a man whose life should be an example to professional athletes - your career WILL end and you may not get to pick when that happens, so prepare accordingly.

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