



Olympic Champion, President IAAF, Chair of London Olympics 2012 Organising Committee.

## **Lord Sebastian Coe**

### **Sebastian Coe: Winning in Business – Winning in Sports – Winning the Olympics!**

Lord Sebastian Coe first made his name as one of the greatest athletes of his generation. He set twelve world records over four distances, achieving four golds and three silver medals in the Olympics and European Championships. He tells the story in his autobiography, *Running My Life*. Talking about the...

#### **Topics**

- Athletics
- Event / Happening
- Motivation / Strategy

#### **Languages**

- English

#### **Details & contact information**

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