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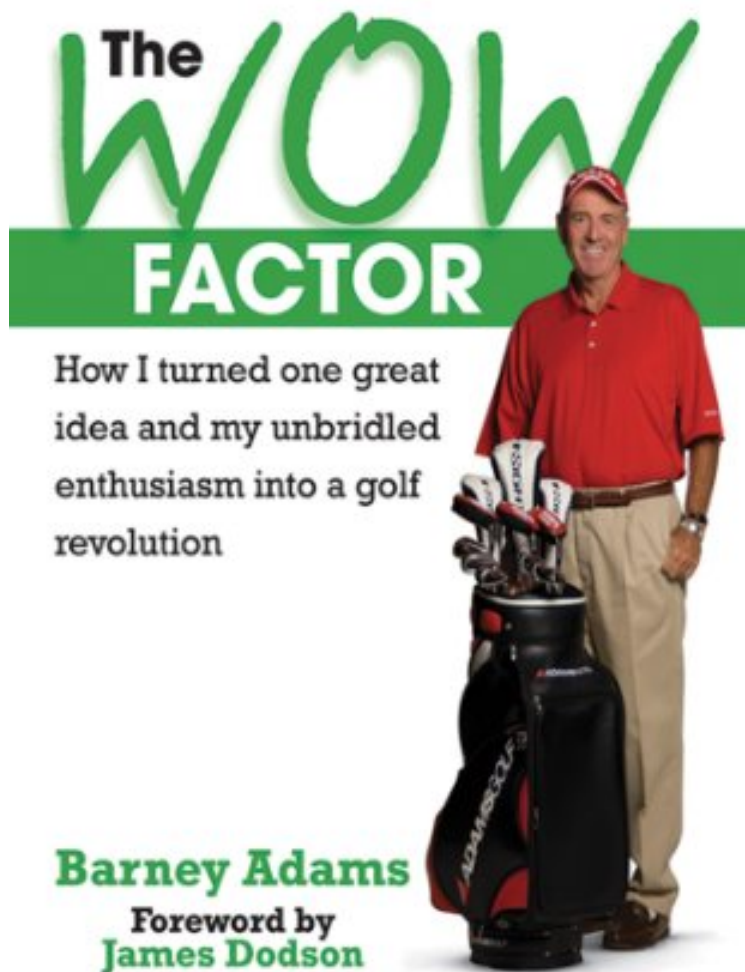
The WOW Factor: How I Turned One Idea and My Unbridled Enthusiasm into a Golf Revolution

Barney Adams

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"Barney Adams has been an important figure in the golf industry for many years and has provided the game with innovations that have enhanced the ability of many golfers to play and enjoy the game."

—Arnold Palmer



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Barney Adams : The WOW Factor: How I Turned One Idea and My Unbridled Enthusiasm into a Golf Revolution before purchasing it in order to gage whether or not it would be worth my time, and all praised The WOW Factor: How I Turned One Idea and My Unbridled Enthusiasm into a Golf Revolution:

2 of 2 people found the following review helpful. Fun read with an excellent messageBy jark87As one reviewer already noted, the message regarding the WOW factor is simple, but too often overlooked. Anyone in sales or product development should ask themselves what their WOW factor is. Answer that question and you'll increase your market share, as Adams did.Beyond the business case, the book was a fun and interesting read. I'm a little biased, as I was an early adopter of the Tight Lies club, so I immediately knew what Adams was referring to when I saw the title of the book.0 of 0 people found the following review helpful. Golfers and entrepreneurs should read thisBy D. H.If you love golf you will love this book. And if you are an entrepreneur this is a must read0 of 0 people found the following review helpful. My evaluation of Mr. Adams book.By JOHN W HECKENLIVELYOutstanding writing on what is involved in starting any business, as well as a treasure of information for the golfer. A copy should be in every college business school library.

The founder of Adams Golf and the inventor of Tight Lies, the most popular fairway wood of all time, tells his rags-to-riches story. In the early years of Adams Golf, entrepreneur Barney Adams labored in obscurity. He collected six patents for his golf products, manufacturing fine equipment but enjoying no sales. Everything changed for him and his company in 1996, though, when he invented the Tight Lies fairway wood. Working as a custom fitter, his customers repeatedly asked for a club they could play from "long iron" distance, from 180 to 220 yards to the green. Adams knew the technical secret was to lower the club's center of gravity. He did this by designing the traditional head shape upside down, which not only lowered the center of gravity, but also increased the hitting surface. The result was a club that was easier to hit, and suddenly Adams and his club, after years of diligent work, became overnight sensations. As lean as those early years of Adams Golf were, the amazing success of Tight Lies more than made up for them. Sales skyrocketed beyond Adams's wildest expectations, and earned Adams Golf two placements on the Inc. 500 Fastest Growing Small Companies list, an Industry Week Top 25 Award for Growing Manufacturing Companies, several golf industry awards, and led to the largest IPO in the history of the golf industry in 1998. This is Barney's unvarnished story of how he made this happen, and how you, too, can make your entrepreneurial dreams come true.

About the AuthorBarney Adams is the founder of Adams Golf and the inventor of the Tight Lies fairway wood, which sparked a revolution in golf. He lives in Dallas, Texas.