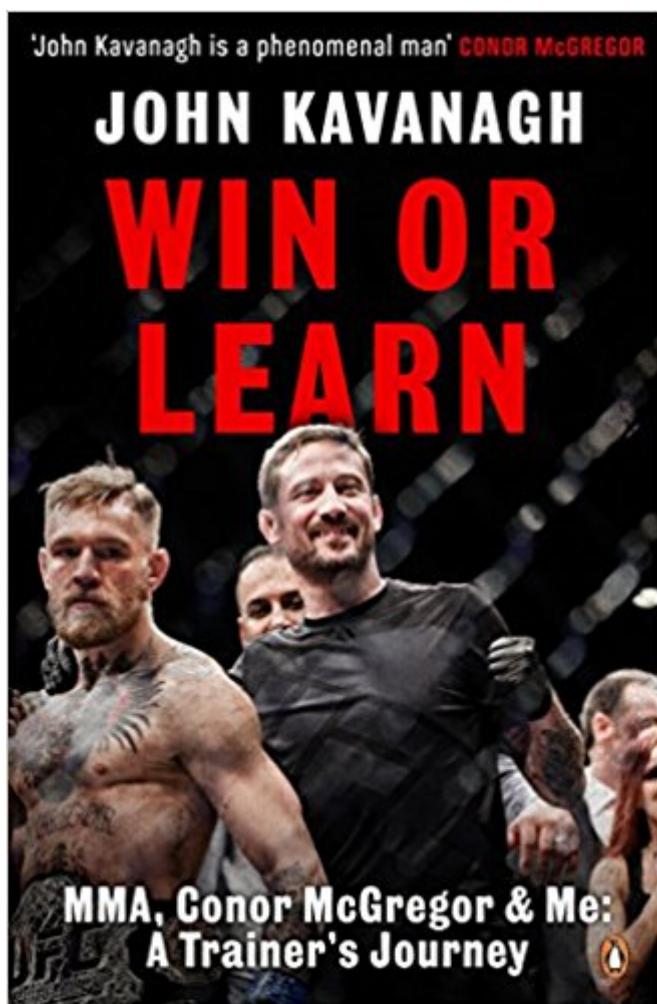


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# Win Or Learn: MMA, Conor McGregor And Me: A Trainer's Journey



## Synopsis

Growing up in Dublin, John Kavanagh was bullied. After suffering a bad beating when he intervened to help a woman being attacked, he decided to learn to defend himself. Before long, he was training fighters in a tiny shed, and promoting the earliest mixed-martial arts events in Ireland. And then, a cocky kid called Conor McGregor walked into his gym. Here, Kavanagh tells his own remarkable life story — which is at the heart of the story of the explosion of MMA in Ireland and globally. Kavanagh has become a guru to young men and women seeking to master the arts of combat, and as McGregor's trainer, his gym has become a magnet for fighters from all over the world. Kavanagh's portrait of McGregor is a revelation. What emerges is a remarkable portrait of ambition, discipline, and persistence in the face of years and years of disappointment. It is a must read for every MMA fan — and anyone who wants to understand how to follow a dream and realize a vision.

## Book Information

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## Customer Reviews

For anyone interested in following their dream to the end of the line -- Tony Parsons Remarkable \* Irish Times \* Kavanagh is open and honest about his upbringing ... The journey hasn't been easy, but Kavanagh's inbuilt determination has carried him all the way \* Irish Examiner \* It kept me up well past my bedtime -- Sean O'Rourke \* Today with Sean O'Rourke, RTE Radio One \*

John Kavanagh is one of the world's leading mixed martial arts coaches.

BUY IT!! It's worth every penny, if not more (most definitely more In IMO). But beware, this one is hard to put down. John if you read this: Thank you for writing this book I learned so much about you, and Conor, and other great things I won't spoil for your readers. Once again thank you for everything. Going into details would ruin the experience of this book, so I decided to make this review short and leave anything that might spoil stuff out. Have fun with it :)

This book is great story about SBG team's guys. And John Kavanagh is a very good writer. Off course I've bought this book because it was written by the coach of Conor McGregor. Now I like the whole SBG team very much! John Kavanagh, Conor McGregor, Gunnar Nelson, Artem Lobov are just awesome 'characters.' John, we are looking forward to read your next book, man!

An easy and enjoyable read about a coach with a dream, a kid with a dream and how they changed a sport together. Much of the book focuses of course on Conor McGregor as he is the John's biggest success - some interesting stories from behind the curtain and the bright lights. Not life changing but I enjoyed it very much.

Never wrote a review before... this is truly a magnificent book. I'm a huge fan of inspirational stories and this is an example of one. John's long, hard road to success is unimaginable. Reading stories about Conor, Gunnar and many other SBG fighters is very motivating. Thank you John for this great book. I became a Conor "bandwagon" before the Mendez fight and now I haven't missed a single UFC PPV since. It truly changed my life and I'm excited to meet you guys one day!

I bought this book because I'm an aspiring mma fighter looking to learn something about the mindset of such a great camp. These guys are an inspiration in the way we run our gym. If you're interested in reading about the thought process and mindset of some unique individuals, of trailblazers, of winners, of champions... buy this book. Learn something.

Intelligent, humble, and inspiring real-life story about following your dreams with a single-minded focus despite obstacles and adversity and reaping the rewards as the journey continues. You never really lose, you either "win or learn" going forward in life. Valuable insight by one of the premier MMA coaches in the world with a forward and anecdotes by his superstar pupil and UFC Champion Conor McGregor.

Very entertaining book about the Godfather Of Irish MMA. Along with the very interesting life story of John Kavanagh the book is filled with insights about Conor and his other Irish and European fighters. Definitely a worthwhile read.

huge John Kavanagh fan. A great read for any young man.

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