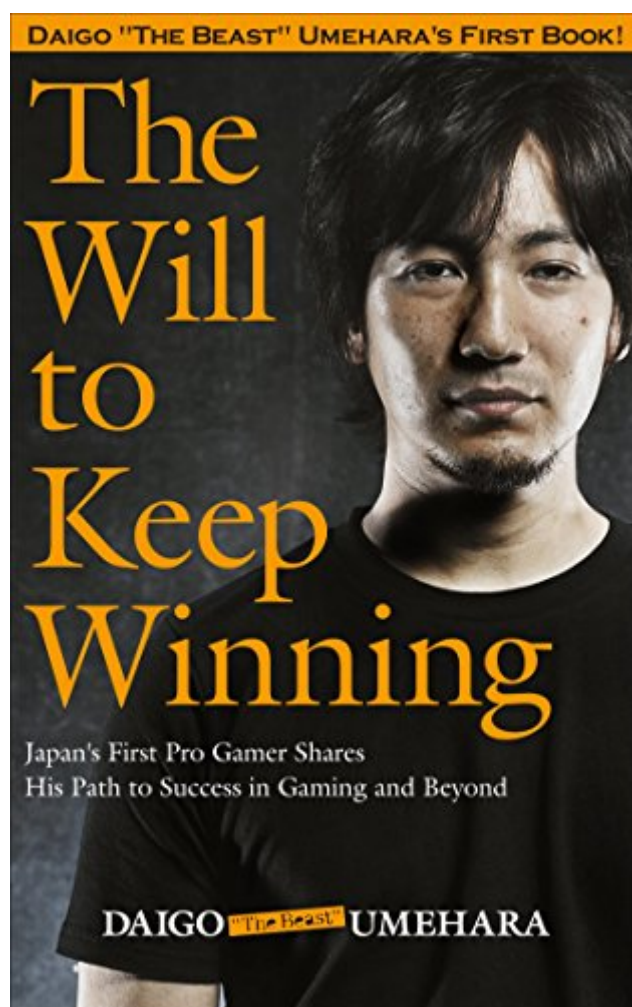


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# The Will To Keep Winning



## Synopsis

"No matter what your life plan is, no matter what your project, a close reading of the life and thoughts of Daigo will give you deep insight into how to be successful and help you reach your goals." — Frank Lantz, Director, NYU Game Center "When Daigo wins, he does not simply elevate his own status, he elevates the entire genre alongside him. Through his play, and through his approach to life, Daigo changes the way people think about the game, and inspires even his enemies to new heights. This is what separates a mere winner from an all-time great." — Seth Killian, Lead Game Designer at Riot Games "Daigo and I started an international journey to showcase Street Fighter competition in 1998. Today, he is the Grand Master of fighting games and true inspiration to players worldwide." — Alex Valle, CaliPower, Mr. Street Fighter "It's almost impossible to overstate the significance of The Beast for the practice and culture of gaming; as Bruce Lee was for the Martial Arts, so Daigo Umehara is for Fighting Games." — Prof. Chris Goto-Jones, Professor of Comparative Philosophy & Political Thought, Leiden University "I'm a professional fighting gamer. I was first crowned World Champion at seventeen in 1998, and I was recognized as the most successful player in major tournaments of Street Fighter by Guinness World Records in August 2010. This is my chance to tell you how I became World Champion and share insights as only a multiple time World Champion can. What does it take to win? Why do so many eventually lose their edge? Let me share with you the professional skills necessary to become World Champion and keep winning. These skills will certainly help you to advance, in both the world of eSports and beyond." — Daigo "The Beast" Umehara In Daigo: The Beast Umehara's first book, the most successful Street Fighter player in history reveals the secrets of becoming—and remaining—a world champion. Daigo's story of passion and perseverance offers seasoned pros and non-gamers alike an intensely personal view into the world of competitive video gaming, or eSports, starting from years before the term existed. Follow Daigo on his road to pro, beginning with his childhood love of games, his search for community in the arcades, and his first international victory at age 17 in the 1998 Street Fighter Alpha 3 World Championships against American champion Alex Valle. Get an insider's account of the EVO Moment #37: The Beast Is Unleashed, the most famous comeback in fighting game history, against long-time rival Justin Wong in Street Fighter III: 3rd Strike. Hear the real story behind Daigo's mysterious disappearance from the fighting game scene and detour into the mahjong world, his personal low point, and his triumphant return from retirement in the 2009 EVO Street Fighter IV Grand Finals. Be Like Ryu: Learn from Daigo's mix of stoic dedication, love for the game, and practice practice practice, as the Japanese master describes how to stay on top while constantly evolving, avoiding

complacency, and seeking out new challenges. About the Author DAIGO "The Beast" UMEHARA (born 1981, Aomori Prefecture, Japan) was the first Japanese professional gamer, and is listed in Guinness Book as the most successful player in major tournaments of Street Fighter (Capcom, 1987) at national and international level. • He became World Champion in Street Fighter Alpha 3 in 1998, signed a sponsorship contract with Mad Catz in April 2010 and with Red Bull in May 2016. He is also a Twitch's Global Ambassador. A video of one of his matches, known as the EVO Moment #37, went viral with more than 20 million views internationally and was listed on gaming site Kotaku.com as the best moment in pro-gaming history. • Umehara's competitive philosophy is also lauded in the non-gaming world in Japan.

## Book Information

File Size: 2437 KB

Print Length: 123 pages

Publisher: SHOGAKUKAN INC. (August 4, 2016)

Publication Date: August 4, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01JOEKKWU

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #80,884 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #72 in Kindle Store > Kindle eBooks > Humor & Entertainment > Puzzles & Games > Video & Electronic Games #91 in Kindle Store > Kindle eBooks > Biographies & Memoirs > Professionals & Academics > Business #181 in Kindle Store > Kindle eBooks > Business & Money > Biography & History

## Customer Reviews

"Justin Wong is free." Daigo Umehara

Daigo got me to actually pay for a book for once.

His words resonate at a scary level. His paralleling early life and competitive struggles mirror my

own almost too well, while giving insight into some of the cultural differences between our differing countries. I can hardly believe how well it applies to both competitions and unrelated real world experiences. If "Playing to Win" by David Sirlin is the fighting gamer's "bible", then "The Will to Keep Winning" is version 2.0, as if adding a 3rd Testament. Do yourself a favor and read this book!

I can learn how to be a god at fighting games without spending \$1000.

"Smash ain't a fighting game" - Daigo "The Beast" Umehara

Our Lord Savior has spoken, let his knowledge be shared for under \$1000 dollars. RIP GILTY The path Umehara is beset on all sides by the inequities of the selfish and the tyranny of Gilty the transexual. Blessed is Umehara, who in the name of charity and good will, shepherds the weak through the valley of darkness, for Umehara is truly his brother's keeper and the finder of lost children. And Umehara will strike down upon thee with great vengeance and furious anger Gilty who would attempt to poison and destroy my brothers. And you will know my name is the Lord Umehara when I lay my vengeance upon Gilty.

This masterpiece has inspired me to write my own book, "The Will to Keep Riding".

"Smash is trash" - Daigo Umehara

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