



# Thanks Ely!: How Ely Callaway And The Big Bertha Revolutionized Golf

*Richard Overturf*

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First of all, Ely Callaway was a formidable leader, somewhat like a military general who provided a high profile, daring example for his lieutenants to emulate. He avoided micro managing his staff to afford them the opportunity to excel, but he was in charge, assuredly, he was in charge. The book illustrates his leadership skills from the days of his youth and onward through three totally different but successful careers in the textile industry, the art of wine making, and his greatest triumph in forging the largest golf equipment company in the world.

It is inevitable that the story concentrates on the Callaway Golf Company, since the firm exemplified the vision of a man dedicated to marshalling human and material assets to bring superior products to the market that consumers would clamor for. The reader will learn how Callaway creatively used marketing tools to satisfy consumers and retain brand name loyalty.

But the book is also the tale of a man with human flaws. Anecdotes sprinkled throughout the book illustrate Callaway's laudable personal activities and occasions when human shortcomings led to missteps in his life.

Finally, the book has an international flavor. The reach of Callaway Golf Company spans the oceans, and reportage from overseas media sources has been extensive. Information from those sources has been included to disclose how Callaway Golf leadership has been viewed outside the USA.

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