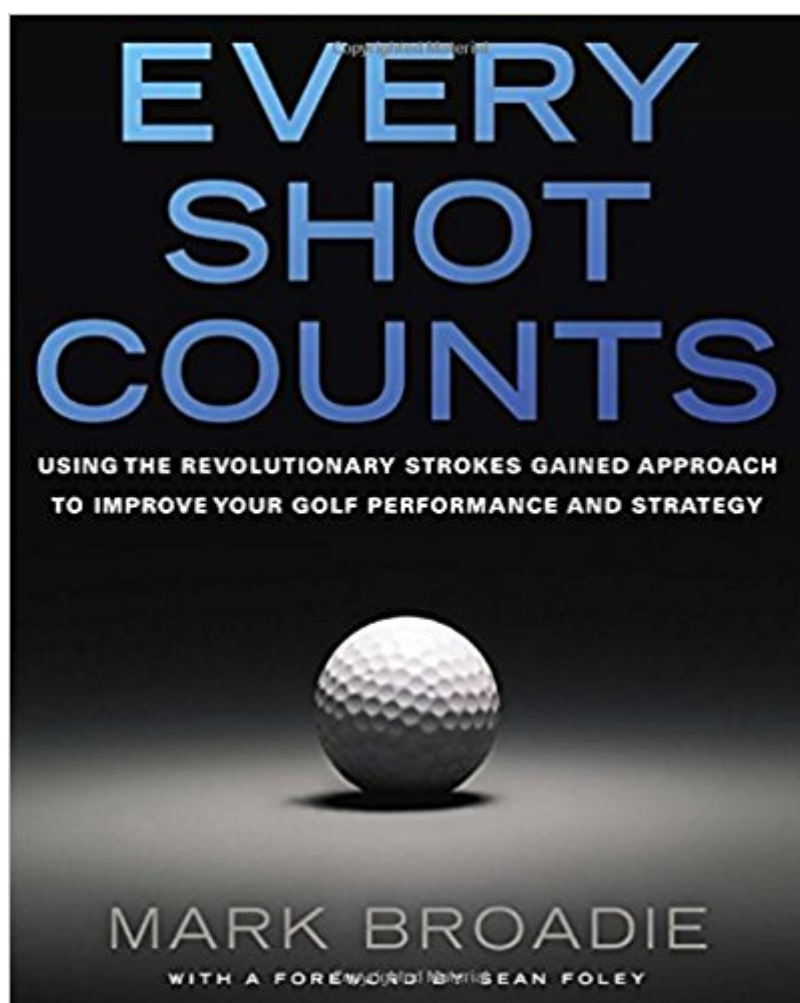


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# Every Shot Counts: Using The Revolutionary Strokes Gained Approach To Improve Your Golf Performance And Strategy



## Synopsis

Columbia Business School professor Mark Broadie's paradigm-shifting approach that uses statistics and golf analytics to transform the game. Mark Broadie is at the forefront of a revolutionary new approach to the game of golf. What does it take to drop ten strokes from your golf score? What part of Tiger Woods's game makes him a winner? Traditional golf stats can't answer these questions. Broadie, a professor at Columbia Business School, helped the PGA Tour develop its cutting-edge strokes gained putting stat. In this eye-opening new book, Broadie uses analytics from the financial world to uncover the secrets of the game of golf. He crunches mountains of data to show both professional and amateur golfers how to make better decisions on the course. This eagerly awaited resource is for any player who wants to understand the pros, improve golf skills, and make every shot count.

## Book Information

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## Customer Reviews

"Broadie [is] a devoted golfer with his fingertips on a wealth of golf information" • New York Times  
PRAISE FOR EVERY SHOT COUNTS: "How much do distance and accuracy matter in golf?" Mark Broadie's new approach provides compelling and sometimes surprising answers to these and other questions at the heart of golf. • Mark King, CEO TaylorMade Golf Company  
"Mark Broadie brings new insights to the ShotLink data set and uses that data to enhance understanding of both the professional as well as the amateur game. His analysis will surprise both avid golfers and laymen alike." • Steve Evans, CIO PGA TOUR  
Praise for Mark Broadie: "Broadie is the pioneer of the strokes-gained approach to

PGA Tour statistics | Players are taking

notice. • ESPN.com “Broadie [is] a devoted golfer with his fingertips on a wealth of golf information. • The New York Times “An absolutely fantastic book! It could change the way people play the game. • Edoardo Molinari, European Ryder Cup star “Broadie is the pioneer of the strokes-gained approach to PGA Tour statistics | Players are taking notice.” • ESPN.com Thanks to his golf shot database, Broadie was able to do away with the old-fashioned, simplistic stats we hear about on TV and figure out how the game is truly played. Just as baseball’s statistical pioneers overthrew the tyranny of ERA and RBI by developing more meaningful metrics, Broadie saved golf from GIR with a concept called “shot value | Broadie’s analysis helps us answer a question that it’s never really been possible to solve before: How do you accurately compare one player with another? • Slate

Mark Broadie is the Carson Family Professor of Business at Columbia Business School.

Broadie’s business research addresses issues in financial risk management. He is a member of the United States Golf Association’s handicap research team and is a former club champion at Pelham Country Club.

Mr. Broadie has combined sophisticated data analysis with the PGA’s state-of-the-art shot tracking database (Shotlink) to finally solve nearly all the age-old dilemmas in golf. It is a fascinating work, and heralds a new era in golf statistics, analytics, and ramifications to strategy. Without either (the analysis) and the data (shotlink) these truths would have continued to be hidden. What kind of mysteries are being solved here? Only all the important ones, like: \*Why traditional golf statistics (GIR, driving distance average, Fairways-in-Regulation) can’t rank players or predict winners. \*Why calculating “averages” is incomplete at best. \*What’s more important, driving or putting? \*How should we reconcile counting strokes (per hole), vs. inches (putts), vs. yards (drives) \*What should you practice? \*Where should you aim? \*Why are the best players in the world the best? When Mr. Broadie matches the data to his formulas, the names that rise to the top are the who’s-who of golf: Woods, Els, Donald, Lefty, Rory, and the rest. There’s a reason these guys are all household names and it is NOT their GIR, FIR, or Average Drive. The “Shots Gained” statistic explains it all, for every shot, drives, approach, even pitches and putts. The entire game is laid bare, finally. I would not doubt that Mr. Broadie already has a sequel in the works (he should!) because the contents of this book could be applied to much deeper golf questions. This edition had to get all the easy targets out of the way,

but they are whoppers. I can now see how every other golf book in history has fallen short. Nobody has had shot data like this in the history of golf, along with the skills to properly analyze it. It is not an exaggeration to say that 95% of golf books are now obsolete -- and now factually proven wrong. Right now it is spring, and my email box is full of ads and promotions that read (actual quotes: "How to Score Low! Did you know the pro's average 290 yards... blah blah" and "... master the short game with our wedges! ... drop the score on your scorecard!) ... I can now see the holes in these statistics (even the real ones) from a mile away. I know what to practice now, and it isn't 30-yard pitch shots and 30-foot putts anymore!\*\* Criticisms \*\*Very, very few. Almost all the information in this book is illuminating for golfers of all skill levels. Mr. Broadie takes extra pains to make his statistics relevant to 80, 90, and 100-golfers. I found the chapter on putting to be a bit tedious, for not much new insight. Many putting methods have covered these topics in detail over the years, and while Mr. Broadie's statistics confirm many of the truisms, they don't really add a lot of new insight. Those who haven't put in much study in the putting arena might find it helpful though. I found it quite comparable to the AimPoint school of putting technique, but without the specificity of the AimPoint charts (which is also used in PGA broadcasts to reveal putting lines, and is heavily physics based). I definitely wanted more strategic analysis on game-type situations (fodder for the sequel, perhaps!). A fascinating study on how to play holes with OB on one side is very useful. I wanted to see strategies for going to tight pins, long par 3s or short par 3's, fairway bunkers, and similar. Like I said, there is still plenty of room for a sequel. I don't often gush about products or books, but honestly I have read a lot of golf books, hang out on golf forums, and read all the magazines. This is the best golf book I have ever read. No joke.

I bought this book a few days ago and couldn't put it down, finishing it in less than 24 hrs. I've already referred it to 4-5 friends and had some awesome debates as everyone is initially skeptical of Broadie's thesis. I love golf and baseball and see real parallels between Broadie and Bill (Moneyball) James, the most obvious being their takedown of age-old conventional wisdom. Baseball has been transformed by James and his disciples and I can't see how this won't do the same to golf. Bill James taught baseball GMs and owners how to win at baseball. Broadie teaches golfers - pro and amateur - how to win at golf, and, like James he uses hard data so it's extremely compelling. The first half of the book is easily worth the price paid. If that wasn't enough, later in the book Broadie is kind enough to include some excellent and specific tips for how to improve one's game. These DON'T include swing fundamentals which have been hashed over elsewhere. More about strategy, course management, how to read greens, when to be aggressive and when to be conservative, etc.

I can't wait to get out and try them. Best golf book I've ever read (edging out Zen Golf) and the best overall book I've read in a few years. Bravo, Dr./Prof. Broadie!

I was super excited to learn about this book and instantly bought it. Unfortunately I was sadly disappointing in the obvious conclusion of the book. I usually put a lot of stock in the review but I'm just not seeing eye to eye with the other reviewers. I'm a three handicap and play in competitive individual tournaments in my local area. There were a few interesting comments and statistics in the book but it's a ton of metrics and pretty obvious stuff. Like the other reviewers have said the book is basically hit it longer and straighter. If you don't hit it long and straight then hit is as long as you can and you're better off in the rough than OB. Don't leave short putts short. Statistically, you aren't going to make many putts over 10 ft. Pay more attention to speed than line as you're more apt to miss a put 5 ft long or short than 5 ft. left of right. Frankly, if you've read a few Golf Digest magazines, maybe read some golf books like Take Dead Aim, and sort of pay attention to the PGA Tour there's going to be very little in this book that's new to you. I have some good golfing friends and I would NOT recommend this book to them.

This is a terrific book, and a must-read for anybody interested in golf or sports analytics. Mr. Broadie explains his innovative concepts with clarity, and illustrates them with great examples. You do not need to be a math wiz to appreciate and benefit from this book; rather, as truthfully stated at the beginning, you need only understand simple subtraction. With this book, Mr. Broadie has become to golf what Bill James has been to baseball. There are multitude of ways a golfer will benefit from this book. First, a golfer will learn how to objectively evaluate his or her own data, and meaningfully assess their own strengths and weaknesses. Second, a golfer could simply learn about things they should do differently, or pay attention to, based on Mr. Broadie's analysis of existing data (pro and amateur). (An example of this would be the section about how amateurs leave far too many putts short of the hole (far more than I would have guessed) and should always select an aim point 1 to 2.5 feet beyond the hole.) Additionally, anybody who follows professional golf, or gambles on it, will gain a greater understanding of the reasons for player performances. In summary: if you like golf, there will be no shortage of things in this book that will fascinate and benefit you.

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