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Quotes by Auerbach, Red

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Arnold Jacob "Red" Auerbach (born September 20, 1917 in Brooklyn, New York) is president of basketball operations for the Boston Celtics, an NBA basketball team, and was its coach from 1950 to 1966, including a stretch from 1959 to 1966 when the Celtics won eight straight NBA championships. During his twenty years as a coach, he won 938 regular season games, a record that would stand until Lenny Wilkens broke it in the 1994-95 season. Auerbach holds the record for the most NBA championship rings as a coach with nine. This record has been tied by Phil Jackson of the Los Angeles Lakers. He also won the NBA Executive of the Year award with the Celtics in the 1979-1980 season. Auerbach remains the best-known NBA executive, and was named the greatest coach in the history of the NBA by the Professional Basketball Writers Association of America in 1980. Prior to coaching in the NBA, Auerbach was an assistant coach at Duke University.

Just do what you do best.

- Auerbach, Red

The best way to forget ones self is to look at the world with attention and love.

- Auerbach, Red

The only correct actions are those that demand no explanation and no apology.

- Auerbach, Red

He who believes in nobody knows that he himself is not to be trusted.

- Auerbach, Red

To a father, when a child dies, the future dies; to a child when a parent dies, the past dies.

- Auerbach, Red



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