

## Football For A Buck The Crazy Rise And Crazier Demise Of The Usfl

This intimate biography of the NFL icon by a veteran sports reporter sheds light on his singular life and the controversy surrounding his tragic death. Tiaina Baul “Junior” Seau is widely considered to be among the best linebackers in NFL history, a ten-time All-Pro, a twelve-time Pro Bowl selection, and a first-ballot entrant into the Pro Football Hall of Fame. But in 2012, just two years after retiring from football, Junior Seau committed suicide. Studies of his brain by the National Institutes of Health concluded that Seau suffered from chronic traumatic encephalopathy (CTE), a brain disease often caused by repeated hits to the head. Seau’s suicide spawned numerous investigations into the brains of deceased NFL players, and many were found to have CTE. Drawing on exclusive access to Seau’s family as well as Seau’s never-before-seen diaries and letters, Jim Trotter paints a moving and revealing portrait of a larger-than-life sports star whose achievements on the field were rivaled by his personal demons. “Few people knew Junior Seau like Jim Trotter . . . he took a sports book and artistically crafted it into a lyrical narrative about dreams, love, and, ultimately, heart-wrenching loss.”—Lars Anderson, author of *The All Americans*

One of the most ambitious (and short-lived) endeavors in professional sports history, the United States Football League was founded in 1982. Premiering with a spring schedule and an abundance of talent that included top rookies and National Football League veterans, the USFL gained national attention with broadcast and cable television contracts, controversial player signings, ownership battles and an unsuccessful billion-dollar lawsuit against the NFL. The USFL folded after four years yet represented the last major challenge to America's big four sports leagues--the NFL, the National Basketball Association, the National Hockey League and Major League Baseball. Based upon extensive research and interviews with owners, coaches, players and administrators, this book chronicles the league's formation, its three seasons of play and its long-term effects on pro sports.

Once Ed Buck, sports reporter, and Adam Benson, star quarterback for the Chicago Bears, played football on the same college team. Years later, they are still close friends. In New York for a game against the Giants, Benson hands Buck the biggest story of his career. Gambling on football is one of the country's leading "industries," and the mob's been forcing Benson to throw games. The quarterback has had enough. Sunday, he tells Buck, he's playing to win, and to hell with the mob. After the game, Buck can run with the story. Adam Benson never makes it off the field alive, and Ed Buck suspects his friend was murdered. Buck knows barely enough to convince a police detective to look into Benson's death--but more than enough to set the mob on his tail. As Lt. Gerry Keegan probes the tangled connections between the dead quarterback and the head of an organized crime family, uncovering drug dealing, murder, blackmail, prostitution, and

double- and triple-crosses, Ed Buck and his fiancée run for their lives. At the Publisher's request, this title is being sold without Digital Rights Management Software (DRM) applied.

Blocking for the Gipper, Lawrence "Buck" Shaw was one of Knute Rockne's star players at Notre Dame during 1919 through 1921. However, it was his nearly four decades of college and pro coaching that earned him esteem. Viewed as a "player's coach," Shaw was talented at relating to young men and molding them into a winning team. His college teams won two Sugar bowls. Shaw's successful coaching with the San Francisco 49ers and Philadelphia Eagles also played an integral role in helping the NFL grow into a billion-dollar business. A contemporary of Vince Lombardi, Shaw's Eagles won the NFL championship in the pre-Super Bowl era. A member of the College Football Hall of Fame, Shaw never received serious consideration for enshrinement at Canton for his professional career. This complete biography tells the colorful story of Shaw's college and pro years, shedding light on Shaw's over-looked achievements in the professional ranks, which saw him earn a higher winning percentage a half-dozen Hall of Fame coaches.

A novel by the renowned NFL quarterback chronicles the rise of quarterback Derek Brody as he struggles to make a name for himself on the field while dealing with the sport's shadowy underworld of groupies, gamblers, con artists, and drug addicts. Reprint.

Once upon a time, twenty-four grown men would play baseball together, eat together, carouse together, and brawl together. Alas, those hard-partying warriors have been replaced by GameBoy-obsessed, laptop-carrying, corporate soldiers who would rather punch a clock than a drinking buddy. But it wasn't always this way ... In *The Bad Guys Won*, award-winning former *Sports Illustrated* baseball writer Jeff Pearlman returns to an innocent time when a city worshipped a man named Mookie and the Yankess were the second-best team in New York. So it was in 1986, when the New York Mets -- the last of baseball's live-like-rock-star teams -- won the World Series and captured the hearts (and other select body parts) of fans everywhere. But their greatness on the field was nearly eclipsed by how bad they were off it. Led by the indomitable Keith Hernandez and the young dynamic duo of Dwight Gooden and Darryl Strawberry, along with the gallant Scum Bunch, the Amazin's won 108 regular-season games, while leaving a wide trail of wreckage in their wake -- hotel rooms, charter planes, a bar in Houston, and most famously Bill Buckner and the eternally cursed Boston Red Sox. With an unforgettable cast of characters -- Doc, Straw, the Kid, Nails, Mex, and manager Davey Johnson (as well as innumerable groupies) -- *The Bad Guys Won* immortalizes baseball's last great wild bunch of explores what could have been, what should have been, and thanks to a tragic dismantling of the club, what never was.

Buck Swindle is a native Georgia boy, current resident of Carrollton, Georgia, and former walk-on for the University of Georgia football team. Although he began this book as a memoir for his children and grandchildren, the project took on a

life of its own as if guided by a higher purpose. In *Walk-Ons Are Welcome*, Buck Swindle recounts the life experiences that shaped him—from the lessons of his youth to his days at the University of Georgia and to present day—all of which piece together the story of a South Georgia farm boy and Georgia Bulldog and his journey with Jesus Christ. From a multiple New York Times best-selling author, the rollicking, outrageous story of the United States Football League, a bona fide professional sports phenomenon full of larger-than-life characters and you-can't-make-this-up stories featuring some of the biggest celebrities and buffoons in the game.

Renowned NFL analysts' tips to make football more accessible, colorful, and compelling than ever before More and more football fans are watching the NFL each week, but many of them don't know exactly what they should be watching. What does the offense's formation tell you about the play that's about to be run? When a quarterback throws a pass toward the sideline and the wide receiver cuts inside, which player is to blame? Why does a defensive end look like a Hall of Famer one week and a candidate for the practice squad the next? These questions and more are addressed in *Take Your Eye Off the Ball 2.0*, a book that takes readers deep inside the perpetual chess match between offense and defense. This book provides clear and simple explanations to the intricacies and nuances that affect the outcomes of every NFL game. This updated edition contains recent innovations from the 2015 NFL season.

The American Football League, established in 1960, was innovative both in its commitment to finding talented, overlooked players—particularly those who played for historically black colleges and universities—and in the decision by team owners to share television revenues. In *Mavericks, Money and Men*, football historian Charles Ross chronicles the AFL's key events, including Buck Buchanan becoming the first overall draft pick in 1963, and the 1965 boycott led by black players who refused to play in the AFL-All Star game after experiencing blatant racism. He also recounts how the success of the AFL forced a merger with the NFL in 1969, which arguably facilitated the evolution of modern professional football. Ross shows how the league, originally created as a challenge to the dominance of the NFL, pressured for and ultimately accelerated the racial integration of pro football and also allowed the sport to adapt to how African Americans were themselves changing the game.

The author traces the boyhood enthusiasm for rockets that eventually led to a career at NASA, describing how he built model rockets in the family garage in West Virginia, inspired by the launch of the Soviet satellite Sputnik. Reprint.

An almost unknown chapter of sporting—and American—history Tracing the history of the National Football League during World War II, this book delves into the severe player shortage during the war which led to the merging of the Pittsburgh Steelers and the Philadelphia Eagles, creating the “Steagles.” The team's center was deaf in one ear, its wide receiver was blind in one eye (and partially blind in the other), and its halfback had bleeding ulcers. One player was so old he'd never before played football with a helmet. Yet somehow, this group of players—deemed unfit for military service due to age or physical ailment—posted a winning record in the league, to the surprise of players and fans alike. Digging into the history of the war paralleled by the unlikely story of

the Steagles franchise, both sports fans and history buffs will learn about the cultural significance of this motley crew of ball players during a trying time in United States history.

For more than twenty-five years, The Best American Sports Writing has built a solid reputation by showcasing the greatest sports journalism of the previous year, culled from hundreds of national, regional, and specialty print and digital publications. Each year, the series editor and guest editor curate a truly exceptional collection. The only shared traits among all these diverse styles, voices, and stories are the extraordinarily high caliber of writing, and the pure passion they tap into that can only come from sports. A New York Times Bestseller A Read with Jenna Today Show Book Club Pick! Longlisted for the Center for Fiction's First Novel Prize "Askaripour closes the deal on the first page of this mesmerizing novel, executing a high wire act full of verve and dark, comic energy." —Colson Whitehead, author of *The Nickel Boys* "A hilarious, gleaming satire as radiant as its author. Askaripour has announced himself as a major talent of the school of Ralph Ellison, Paul Beatty, Fran Ross, and Ishmael Reed. Full of quick pacing, frenetic energy, absurd—yet spot on—twists and turns, and some of the funniest similes I've ever read, this novel is both balm and bomb." —Nafissa Thompson-Spires, author of *Heads of the Colored People* For fans of *Sorry to Bother You* and *The Wolf of Wall Street*—a crackling, satirical debut novel about a young man given a shot at stardom as the lone Black salesman at a mysterious, cult-like, and wildly successful startup where nothing is as it seems. There's nothing like a Black salesman on a mission. An unambitious twenty-two-year-old, Darren lives in a Bed-Stuy brownstone with his mother, who wants nothing more than to see him live up to his potential as the valedictorian of Bronx Science. But Darren is content working at Starbucks in the lobby of a Midtown office building, hanging out with his girlfriend, Soraya, and eating his mother's home-cooked meals. All that changes when a chance encounter with Rhett Daniels, the silver-tongued CEO of Sumwun, NYC's hottest tech startup, results in an exclusive invitation for Darren to join an elite sales team on the thirty-sixth floor. After enduring a "hell week" of training, Darren, the only Black person in the company, reimagines himself as "Buck," a ruthless salesman unrecognizable to his friends and family. But when things turn tragic at home and Buck feels he's hit rock bottom, he begins to hatch a plan to help young people of color infiltrate America's sales force, setting off a chain of events that forever changes the game. *Black Buck* is a hilarious, razor-sharp skewering of America's workforce; it is a propulsive, crackling debut that explores ambition and race, and makes way for a necessary new vision of the American dream.

In his forthright and honest autobiography, former St. Louis Cardinal, World Series, and Super Bowl broadcaster Jack Buck entertains all of his fans once more in a different setting. *Jack Buck: "That's a Winner!"* does more than entertain, however. It provides readers with an inside look at a man they listened to so often, they considered him part of the family. From the days of growing up working at the drive-in, to his time in the army, to his first stint on TV, and so much more, the reader learns about how he became the legendary broadcaster who fans came to adore. Buck also covers his time working with Harry Caray, the St. Louis Cardinals' August A. Busch Jr. and Whitey Herzog eras, and all the way through the 1990s. A perfect gift for any fan of the legendary play-by-play announcer! Skyhorse Publishing, as well as our Sports Publishing imprint, are proud to publish a broad

range of books for readers interested in sports—books about baseball, pro football, college football, pro and college basketball, hockey, or soccer, we have a book about your sport or your team. Whether you are a New York Yankees fan or hail from Red Sox nation; whether you are a die-hard Green Bay Packers or Dallas Cowboys fan; whether you root for the Kentucky Wildcats, Louisville Cardinals, UCLA Bruins, or Kansas Jayhawks; whether you route for the Boston Bruins, Toronto Maple Leafs, Montreal Canadiens, or Los Angeles Kings; we have a book for you. While not every title we publish becomes a New York Times bestseller or a national bestseller, we are committed to publishing books on subjects that are sometimes overlooked by other publishers and to authors whose work might not otherwise find a home.

“A story of surviving and thriving with passion, compassion, wit, and style.”—Maya Angelou “In America, we have a tradition of black writers whose autobiographies and memoirs come to define an era. . . . Buck may be this generation’s story.”—NPR A coming-of-age story about navigating the wilds of urban America and the shrapnel of a self-destructing family, Buck shares the story of a generation through one original and riveting voice. MK Asante was born in Zimbabwe to American parents: his mother a dancer, his father a revered professor. But as a teenager, MK was alone on the streets of North Philadelphia, swept up in a world of drugs, sex, and violence. MK’s memoir is an unforgettable tale of how one precocious, confused kid educated himself through gangs, rap, mystic cults, ghetto philosophy, and, eventually, books. It is an inspiring tribute to the power of literature to heal and redeem us.

Poems by Jack C. Buck

A Big Game, a Turbulent Time Nixon was president. The Vietnam War was raging and the civil rights movement was in full swing. Everything in America seemed to be changing and the kids were right in the middle of it. Of course, teenagers still did what they've always done. They attended high school, went out on dates, worked summer jobs, and drank beer. Many also played sports. In Chattanooga, Tennessee, it had been 30 years since City High had defeated Central High in football. First and Thirty follows the lives of the City football players and their friends as they undergo the trials and tribulations of being in high school during these tumultuous years, while attempting to beat their arch-rivals on the gridiron. On a cold night in November 1970, the maroon-clad seniors of City's Dynamo football team took the field one last time, carrying the indelible lessons that Head Coach Bobby Davis had instilled in them. Would this be the game that would break the spell Central had held over them?

When Troy White proved his remarkable "football genius" to the Atlanta Falcons, they brought him on board as a team consultant. Now, thanks to Troy's ability to predict winning plays, the Falcons are pulling in victories. Troy loves his starring role behind the scenes and the thrill of having NFL star linebacker Seth Halloway (who's dating Troy's mom) to coach his own Duluth Tigers team on their way to a state championship. Then Troy's perfect world comes crashing down. Reporter Brent Peele is out to smear as much mud on the Falcons as he can, and that means going after Troy. The vicious media storm that descends on the football genius threatens not only his job with the Falcons and the Tigers' run at a championship but his mother's career—and Seth's—as well. Together with his best friends, loyal Nathan and feisty Tate, Troy sets out to unmask the dishonest Peele—and save Seth's

reputation—no matter what the risk. With his signature blend of thrilling action and insider knowledge, Tim Green shows Troy, hero of the New York Times bestselling *Football Genius*, in a new and riveting adventure.

When legendary Negro League player Buck O'Neil asked Joe Posnanski how he fell in love with baseball, the renowned sports columnist was inspired by the question. He decided to spend the 2005 baseball season touring the country with the ninety-four-year-old O'Neil in hopes of rediscovering the love that first drew them to the game. *The Soul of Baseball* is as much the story of Buck O'Neil as it is the story of baseball. Driven by a relentless optimism and his two great passions—for America's pastime and for jazz, America's music—O'Neil played solely for love. In an era when greedy, steroid-enhanced athletes have come to characterize professional ball, Posnanski offers a salve for the damaged spirit: the uplifting life lessons of a truly extraordinary man who never missed an opportunity to enjoy and love life.

The irreverent, controversial head coach of the Atlanta Falcons takes on players of the National Football League, unleashes his wit on the media, and explains his devotion to black clothes and Elvis Presley

The story of the Lakers dynasty from 1996 through 2004, when Kobe Bryant and Shaquille O'Neal combined—and collided—to help bring the Lakers three straight championships and restore the franchise as a powerhouse In the history of modern sport, there have never been two high-level teammates who loathed each other the way Shaquille O'Neal loathed Kobe Bryant, and Kobe Bryant loathed Shaquille O'Neal. From public sniping and sparring, to physical altercations and the repeated threats of trade, it was warfare. And yet, despite eight years of infighting and hostility, by turns mediated and encouraged by coach Phil Jackson, the Shaq-Kobe duo resulted in one of the greatest dynasties in NBA history. Together, the two led the Lakers to three straight championships and returned glory and excitement to Los Angeles. In the tradition of Jeff Pearlman's bestsellers *Showtime*, *Boys Will Be Boys*, and *The Bad Guys Won*, *Three-Ring Circus* is a rollicking deep dive into one of sports' most fraught yet successful pairings.

Traces the life and career of the late Chicago Bears star, from his early athletic triumphs that helped bridge racial gaps in his segregated Mississippi childhood community through the tragic illness that ended his life.

From a multiple New York Times bestselling author, the rollicking, outrageous, you-can't-make-this-up story of the USFL The United States Football League—known fondly to millions of sports fans as the USFL—was the last football league to not merely challenge the NFL, but cause its owners and executives to collectively shudder. It spanned three seasons, 1983-85. It secured multiple television deals. It drew millions of fans and launched the careers of legends. But then it died beneath the weight of a particularly egotistical and bombastic owner—a New York businessman named Donald J. Trump. The league featured as many as 18 teams, and included such superstars as Steve Young, Jim Kelly, Herschel Walker, Reggie White, Doug Flutie and Mike Rozier. In *Football for a Buck*, the dogged reporter and biographer Jeff Pearlman draws on more than four hundred interviews to unearth all the salty, untold stories of one of the craziest sports entities to have ever captivated America. From 1980s drug excess to airplane brawls and player-coach punch outs, to backroom business deals, to some of the most enthralling and revolutionary

football ever seen, Pearlman transports readers back in time to this crazy, boozy, audacious, unforgettable era of the game. He shows how fortunes were made and lost on the backs of professional athletes and also how, thirty years ago, Trump was a scoundrel and a spoiler. For fans of Terry Pluto's *Loose Balls* or Jim Bouton's *Ball Four* and of course Pearlman's own stranger-than-fiction narratives, *Football for a Buck* is sports as high entertainment—and a cautionary tale of the dangers of ego and excess. A revelatory account based on the authors' unprecedented access to the NCAA's highest-level programs throughout the 2012 season describes its high-powered system of billion-dollar television deals, high-priced coaches, football "hostessing," castoff athlete-students, and paid test takers.

A soldier who fought in one of the bloodiest battles in Afghanistan, and against all odds, lived to pursue his dream of playing Division 1 college football tells his story for the first time. 35,000 first printing.

A behind-the-scenes story of the family whose extra-tall offspring include professional baseball and football players offers insight into how they were raised, trained and fed by their athletically committed parents. 75,000 first printing.

Set in a lethal pro football league 700 years in the future, *THE ROOKIE* is a story that combines the intense gridiron action of "Any Given Sunday" with the space opera style of "Star Wars" and the criminal underworld of "The Godfather." Aliens and humans alike play positions based on physiology, creating receivers that jump 25 feet into the air, linemen that bench-press 1,200 pounds, and linebackers that literally want to eat you. Organized crime runs every franchise, games are fixed and rival players are assassinated. Follow the story of Quentin Barnes, a 19-year-old quarterback prodigy that has been raised all his life to hate, and kill, those aliens. Quentin must deal with his racism and learn to lead, or he'll wind up just another stat in the column marked "killed on the field." In the Galactic Football League, wars are no longer fought in space, but on the gridiron. If you like aliens and football then I suspect you're unlikely to find a better combination than than *THE ROOKIE*.

"New York Times bestselling, award-winning historian S.C. Gwynne tells the incredible story of how Hal Mumme and Mike Leach--two unknown coaches who revolutionized American football in the 1980s, 1990s and 2000s--changed the way the game is played at every level, from high school to the NFL"--

"A rousing celebration of a moment in history when college football was more than metaphor and entertainment, it was a gritty sidebar to real war." — Robert Lipsyte, author of *An Accidental Sportswriter* Each year the Army and Navy football teams meet for one epic game. Across the nation, fans tune in to see who will emerge victorious. But no game will ever match the one that was played on December 2, 1944. America was in the midst of World War II: soldiers and sailors were dying around the globe, and the home front suffered through shortages. But for one day, all that was forgotten. Navy's team was ranked number two, Army's number one and on the verge of becoming national champions. Everywhere, the

war stopped as soldiers listened to the broadcast. Randy Roberts has interviewed the surviving players and coaches, bringing their stories to life. For three years, military upperclassmen graduated and joined the fight. For three hours, their alma mater gave them back one unforgettable performance. "The story of Army's celebrated 1944 national championship team is a fascinating one, and its victory over Navy that year is remembered as one of college football's greatest games. But Randy Roberts's A Team for America tells an even greater story. It is a story of our country. Of a time when college football — and this remarkable Army team — helped rekindle hope and confidence throughout the land." — Brigadier General Peter M. Dawkins, U.S. Army (Ret.), 1958 Heisman Trophy winner, West Point "Roberts brings a historian's thoroughness to the subject . . . A fascinating time in American collegiate sports history." — Kirkus Reviews

Buck Buchanan was the beloved equipment manager for the Dallas Cowboys for twenty-five years, during which time the Cowboys won four of their five Super Bowls led by such legendary stars as Roger Staubach, Hollywood Henderson, Randy White, Emmitt Smith, Troy Aikman, Bob Hayes, Lee Roy Jordan, and of course larger-than-life coach Tom Landry. In these pages Buchanan provides a unique behind-the-scenes look at America's Team, from the logistics of moving equipment for away games, to the proclivities and needs of individual players.

In this New York Times bestselling memoir, the announcer of the biggest sporting events in the country—including the 2017 Super Bowl and this century's most-watched, historic, Chicago Cubs-winning World Series—reveals why he is one lucky bastard. Sports fans see Joe Buck everywhere: broadcasting one of the biggest games in the NFL every week, calling the World Series every year, announcing the Super Bowl every three years. They know his father, Jack Buck, is a broadcasting legend and that he was beloved in his adopted hometown of St. Louis. Yet they have no idea who Joe really is. Or how he got here. They don't know how he almost blew his career. They haven't read his funniest and most embarrassing stories or heard about his interactions with the biggest sports stars of this era. They don't know how hard he can laugh at himself—or that he thinks some of his critics have a point. And they don't know what it was really like to grow up in his father's shadow. Joe and Jack were best friends, but it wasn't that simple. Jack, the voice of the St. Louis Cardinals for almost fifty years, helped Joe get his broadcasting start at eighteen. But Joe had to prove himself, first as a minor league radio announcer and then on local TV, national TV with ESPN, and then finally on FOX. He now has a successful, Emmy-winning career, but only after a lot of dues-paying, learning, and pretty damn entertaining mistakes that are recounted in this book. In his memoir, Joe takes us through his life on and off the field. He shares the lessons he learned from his father, the errors he made along the way, and the personal mountain he climbed and conquered, all of which have truly made him a Lucky Bastard.

Football for a Buck The Crazy Rise and Crazier Demise of the USFL Houghton Mifflin



Draws on interviews, e-mails, and previously undisclosed documents to reveal how the NFL has endeavored to cover up evidence of the connection between football and brain damage for the past two decades.

“Over two decades, Brett Favre was as compelling a figure as any in the National Football League. He alone was 'Must-See TV.' In Gunslinger, Jeff Pearlman provides an extraordinary look at every facet of the life of a man who performed on sport's grandest stage and who had one helluva time along the way.”—Al Michaels In Gunslinger, Jeff Pearlman tells Brett Favre's story for the first time, charting his unparalleled journey from a rough rural childhood and lackluster high school football career to landing the last scholarship at Southern Mississippi, to a car accident that nearly took his life, and eventually to the NFL and Green Bay, where he restored the Packers to greatness and inspired a fan base as passionate as any in the game. Yet he struggled with demons: addiction, infidelity, the loss of his father, and a fraught, painfully prolonged exit from the game he loved, a game he couldn't bear to leave. Gritty and revelatory, Gunslinger is a big sports biography of the highest order, a fascinating portrait of the man with the rocket arm whose life has been one of triumph, fame, tragedy, embarrassment, and—ultimately—redemption. “The compelling, complete story of his legend, and his faults.”—Chicago Tribune

Eclipsing Memorial Stadium on a Husker football game day, deer season is arguably the largest single sporting event of the year in Nebraska, with more than one hundred thousand hunters going afield with the hopes of tagging a trophy buck or bull. Nebraska's Bucks and Bulls tells the stories and shares the photographs of the greatest whitetail, mule deer, and elk shot in Nebraska. Collected through firsthand interviews with the hunters, these personal hunting stories span the decades from the mid-1940s through the 2010s. Each story shares the excitement and adventure of the hunt while weaving in Nebraska history, ecology, and geography. Photographs of the trophy animals showcase not only the quality and variety of big-game hunting in Nebraska but also the changes in hunting clothes, gear, guns, and vehicles through the state's history. Recounted by Joel W. Helmer, an avid hunter and official measurer for the Boone and Crockett Club, which created the scoring system for measuring North American big-game animals, each chapter tells the story of a buck or bull certified through official state or national records books. Nebraska's Bucks and Bulls has finally gathered the state's greatest hunting tales in one place.

""The Unforgettable Buzz is a thoroughly researched and cleverly written study of electric football. Every Baby Boomer who played the game - and that's all of us - will love this book."" - Ray Didinger, Pro Football Hall of Fame Sportswriter and NFL Films Emmy Award Winning Writer and Producer ""This is such a great book. It immediately took me back to those special moments of my childhood. Shores and Garcia have done their homework in opening a sacred portal to the past."" - Rick Burton, David B. Falk Professor of Sport Management, Syracuse University "The Unforgettable Buzz" is the first and only book ever written on the topic of Electric Football. Yet it's about much more than just a game. It's about receiving the best Christmas gift ever - that's what Electric Football means to millions of Baby Boomers who grew up between 1950 and 1980. Authors Earl Shores and Roddy Garcia have spent over a decade carefully weaving the timelines of Electric Football, Baby Boomer culture, and the NFL into perhaps the most complete "toy story" ever written. With over 300 images and a stunning cover-to-cover design by Marvel Graphic Artist Michael Kronenberg, Christmas morning is always just a page-turn away in "The Unforgettable Buzz."

The epic tale of the five owners who shepherded the NFL through its tumultuous early decades and built the most popular sport in America The National Football League is a towering, distinctly American colossus spewing out \$14 billion in annual revenue. But it was not always a success. In The League, John Eisenberg focuses on the pioneering sportsmen who kept the league alive in the 1920s, 1930s, and 1940s, when its challenges were many and its survival was not guaranteed. At the time, college football, baseball, boxing, and horseracing

dominated America's sports scene. Art Rooney, George Halas, Tim Mara, George Preston Marshall, and Bert Bell believed in pro football when few others did and ultimately succeeded only because at critical junctures each sacrificed the short-term success of his team for the longer-term good of the league. At once a history of a sport and a remarkable story of business ingenuity, The League is an essential read for any fan of our true national pastime.

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