

The Genius: How Bill Walsh Reinvented Football And Created An NFL Dynasty

"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"--

Bill Parcells may be the most iconic football coach of our time. During his decades-long tenure as an NFL coach, he turned failing franchises into contenders. He led the ailing New York Giants to two Super Bowl victories, turned the New England Patriots into an NFL powerhouse, reinvigorated the New York Jets, brought the Dallas Cowboys back to life, and was most recently enshrined in the Pro Football Hall of Fame. Taking readers behind the scenes with one of the most influential and fascinating coaches the NFL has ever known, PARCELLS will take a look back at this coach's long, storied and influential career, offer a nuanced portrayal of the complex man behind the coach, and examine the inner workings of the NFL.

What would legendary Boston Celtics coach and 16-time NBA champion Red Auerbach say is the most critical quality for a person to be successful? Would his advice differ from 10-time NCAA championship coach John Wooden's? What would each say to a young person just starting out in pursuit of their dreams? What is the best advice they were ever given? It took author Christian Klemash more than two years of research, persistence, and original interviews, but now he's ready to pass on the best advice you'll ever get in the paperback edition of *How to Succeed in the Game of Life*. Only the rare individual has had the opportunity to pick the brain of just one legendary sports coach--let alone thirty-four of the best sports coaches of all time. Klemash gives sports fans a once-in-a-lifetime chance to learn valuable life lessons from the most famous, intelligent, and victorious coaches ever. The legends span the sports world, from gold medal-winning gymnastics coach Bela Karolyi and three-time college football championship coach Tom Osborne to four-time World Series-winning baseball manager Joe Torre and hall-of-fame boxing trainer Angelo Dundee. These coaches know how to teach top athletes about character and winning, how to manage pressure at crunch time, and how to bring out the best in their players when it matters most. *How to Succeed in the Game of Life* shares their insights into sports, life, and the most vital keys to sustain success. "I'm still a little shocked that I got to speak to all of these great coaches. The best advice they gave me has helped me realize a dream of my own in writing this book. I'm sure it will help and inspire you to achieve some of your own dreams." --from *How to Succeed in the Game of Life*

The shotgun formation. The West Coast Offense. The 4-3 defense. We expect to see these things when we watch football, but without Tom Landry and Bill Walsh, it's possible we wouldn't see any of that. This

is the story of how two independent thinkers molded football in general -- and championship football in particular. And they didn't just change the sport's Xs and Os; they changed its style. The story of their combined influence is unusual because neither man's ideas seriously affected the other's. This story also is the tale of many football greats: Joe Montana, Roger Staubach, Jerry Rice, Tony Dorsett, Ronnie Lott, Bob Lilly, Roger Craig, Ed "Too Tall" Jones and numerous others. What's more, the story of these coaches is one of great opponents: Dan Marino, Fran Tarkenton, Don Shula, Chuck Noll, Mike Ditka and Lawrence Taylor, to name a few. Most of all, this is the story of two icons: Landry, the cerebral, stoic, impeccably-dressed engineer, and Walsh, the creative, professorial, somewhat sensitive artiste. Their greatest moments rank among football's seminal moments. Fittingly, each coach's most famous play was a pass. For Landry, it was the Hail Mary that beat the Vikings in the 1975 playoffs. And for Walsh, it was, of course, The Catch, which came at the expense of the Landry Cowboys. These stories and many others comprise the larger narrative of how these men shaped the game we see today. PRAISE FOR TOM LANDRY AND BILL WALSH FROM GADY EPSTEIN, STAFF WRITER, THE ECONOMIST... Lawson "knows more about those two coaches and their teams than any sane human being does (or should)...trust me when I say John is an entertaining writer...Buy the book!" PRAISE FOR TOM LANDRY AND BILL WALSH FROM CHARLES GAY, DEPUTY MANAGING EDITOR, THE ATLANTA JOURNAL-CONSTITUTION..."TOM LANDRY AND BILL WALSH is a feast for serious NFL fans, tracing the game's dramatic evolution in a deeply intelligent and analytical style. Lawson layers his story with context and detail while never losing sight of the broader theme: innovation. The book manages to do all that while being a damned enjoyable read. If you love pro football, TOM LANDRY AND BILL WALSH is a must for your reading list."

Growing Great Employees

How Two Coaching Legends Took Championship Football from the Packer Sweep to Brady Vs. Manning

The Education of a Coach

American Genius and the Reinvention of Football

Win Forever

How to Succeed in the Game of Life

Tom Landry and Bill Walsh

Author Michael O'Brien authoritatively paints the consummate Paterno portrait, the result of more than ten years of work that included 137 interviews and study of 150 previously published works. Paperback includes an epilogue that reviews the 1998 season in which Paterno won his landmark 300th career victory.

Former NFL general manager and three-time Super Bowl winner Michael Lombardi reveals what makes football organizations tick at the championship level. From personnel to practice to game-day decisions that win titles, Lombardi shares what he learned working with coaching legends Bill Walsh of the 49ers, Al Davis of the Raiders, and

Bill Belichick of the Patriots, among others, during his three decades in football. Why do some NFL franchises dominate year after year while others can never crack the code of success? For 30 years Michael Lombardi had a front-row seat and full access as three titans--Bill Walsh, Al Davis, and Bill Belichick--reinvented the game, turning it into a national obsession while piling up Super Bowl trophies. Now, in *Gridiron Genius*, Lombardi provides the blueprint that makes a successful organization click and win--and the mistakes unsuccessful organizations make that keep them on the losing side time and again. In reality, very few coaches understand the philosophies, attention to detail, and massive commitment that defined NFL juggernauts like the 49ers and the Patriots. The best organizations are not just employing players, they are building something bigger. *Gridiron Genius* will explain how the best leaders evaluate, acquire, and utilize personnel in ways other professional minds, football and otherwise, won't even contemplate. How do you know when to trade a player? How do you create a positive atmosphere when everyone is out to maximize his own paycheck? And why is the tight end like the knight on a chessboard? To some, game planning consists only of designing an attack for the next opponent. But Lombardi explains how the smartest leaders script everything: from an afternoon's special-teams practice to a season's playoff run to a decade-long organizational blueprint. Readers will delight in the Lombardi tour of an NFL weekend, including what really goes on during the game on and off the field and inside the headset. First stop: Belichick's Saturday night staff meeting, where he announces how the game will go the next day. Spoiler alert: He always nails it. Football dynasties are built through massive attention to detail and unwavering commitment. From how to build a team, to how to watch a game, to understanding the essential qualities of great leaders, *Gridiron Genius* gives football fans the knowledge to be the smartest person in the room every Sunday.

"I know that I'll be evaluated in Seattle with wins and losses, as that is the nature of my profession for the last thirty-five years. But our record will not be what motivates me. Years ago I was asked, 'Pete, which is better: winning or competing?' My response was instantaneous: 'Competing. . . because it lasts longer.'" Pete Carroll is one of the most successful coaches in football today. As the head coach at USC, he brought the Trojans back to national prominence, amassing a 97-19 record over nine seasons. Now he shares the championship-winning philosophy that led USC to seven straight Pac-10 titles. This same mind-set and culture will shape his program as he returns to the NFL to coach the Seattle Seahawks. Carroll developed his unique coaching style by trial and error over his career. He learned that you get better results by teaching instead of screaming, and by helping players grow as people, not just on the field. He learned that an upbeat, energetic atmosphere in the locker room can coexist with an unstoppable competitive drive. He learned why you should stop worrying about your opponents, why you should always act as if the whole

world is watching, and many other contrarian insights. Carroll shows us how the Win Forever philosophy really works, both in NCAA Division I competition and in the NFL. He reveals how his recruiting strategies, training routines, and game-day rituals preserve a team's culture year after year, during championship seasons and disappointing seasons alike. Win Forever is about more than winning football games; it's about maximizing your potential in every aspect of your life. Carroll has taught business leaders facing tough challenges. He has helped troubled kids on the streets of Los Angeles through his foundation A Better LA. His words are true in any situation: "If you want to win forever, always compete."

Every company says things like "People are our most important asset. We grow and develop our employees." But very few actually do it, usually because they simply don't know how. Most business people focus on getting good at their particular specialty, such as finance, marketing, or sales. But when they rise to management and need to deal with sticky issues, such as underperforming staffers and work place conflict, these stars usually flounder. And quick-fix advice books don't really help them become more skilled, confident, and effective managers of people. Growing Great Employees is different. It shows readers how to- influence through listening interview with clarity get people to feel like part of the team from day one give effective feedback delegate realistically Growing Great Employees is conversational, anecdotal, and humorous-much more fun to read than the typical advice to managers. It's a guide to creating a work place where people thrive and get great results.

The Joyful Athlete

Gridiron Genius

One Play, Two Dynasties, and the Game That Changed the NFL

The Wild Life and Mad Genius of Jagger

The Soft Edge

The Wisdom of the Heart in Exercise And Sports Training

The Catch

How many great catches have there been in the history of the NFL? Hundreds? Thousands? Mention "The Catch," though, and fans will think of only one: Joe Montana to Dwight Clark, the NFC Championship game, the Dallas Cowboys vs. the San Francisco 49ers, January 10, 1982. It changed the game and The Game. This is the story of the pieces that fell into place to allow it to happen and what it meant to the players, to the fans, and to the future of professional football. Drama like this couldn't be scripted any better. Dallas was still reigning as America's team. San Francisco was hungry for a ticket to its first Super Bowl. With less than a minute left, the 49ers were one touchdown and extra point away from pulling it off, six yards from the end zone. Too Tall Jones and the Cowboys' celebrated

defense were primed to stop Montana and the 49ers. The play came in from head coach Bill Walsh: Sprint Right Option. It almost never worked in practice. But this was game on. It had to work. Montana took the snap and rolled right. With 700 pounds of prime defensive talent bearing down on him, leaning backward, in his last moment of upright balance, Montana sent the ball to the back of the end zone. The primary receiver had slipped and was not in place. But the secondary receiver, Dwight Clark, was streaking toward the corner, leaping higher than he ever had or ever would again. With his arms reaching for the sky, his fingers splayed, he snatched the impossibly high pass, briefly lost control, regained it . . . touchdown! Franchises, careers, lives, and dynasties all changed in that moment. Sports journalist Gary Myers was there, and now with fresh revelations from key players, including Montana, Clark, Ronnie Lott, Randy Cross, Tony Dorsett, Drew Pearson, Charlie Waters, and others, he takes fans back to an iconic game and one of the NFL's most breathtaking plays. Myers presents new details on the rise of Montana and the 49ers and the fall of the '80s Cowboys. He reveals what Bill Walsh saw in an overlooked third-round draft pick named Joe Montana and how Walsh accidentally discovered Dwight Clark. He shows how legendary Dallas head coach Tom Landry, who as reputed did put winning first, was not above crying over players whose personal careers had to come second. He celebrates forgotten heroes like journeyman running back Lenvil Elliott, who picked that particular game—and that final drive down the field—to shine. It's all here, from the death threat that spooked Montana during the game to 49ers owner Eddie DeBartolo's bad luck when his view of the historic play was literally blocked by a horse's ass. The Catch is both the ultimate replay of a sports moment for the ages and a penetrating look into the inner dynamics of the NFL. The "Red Zone." The last 20 yards from the opponent's goal line. It's difficult to score there because the defending team can concentrate its efforts. Likewise, the offensive team has less area in which to maneuver. It takes the focused and precise execution of all players doing their assigned tasks to advance the ball in the Red Zone and score. In business and in every other area of life, we encounter many Red Zones—situations where the pressure is on and our "wiggle room" is limited. It's there where we have to draw on preparation, experience, and strength of character if we hope to reach our objective. We need a solid game plan -- and that's exactly what Scoring in the Red Zone provides. Through personal anecdotes, illustrations from sports, and timeless wisdom, Spencer Tillman challenges you and your team to win when the pressure is on.

How can athletes train for maximum performance and joy? The Joyful Athlete shares the findings of a veteran runner who worked as an editor at Runner's World and has raced at distances from 100 yards to 100K (62.2 miles). After receiving a master's degree from Stanford University, author George Beinhorn was paralyzed from the chest down for three years. No sooner had he recovered than a spiritual teacher urged him to start running—there would be no time for self-pity. For the next 40 years, he researched ways to make training both scientific and personally rewarding. Studying the careers of hundreds of athletes, he found that the most successful shared two qualities. First, they were expansive—they had a positive outlook and exceptional energy. And they practiced "feeling-based training"—they had an uncanny ability to understand the signals their bodies were sending. Athletes in our western culture have been obsessed with numbers. The assumption is that by analyzing our training rationally, we'll be able to achieve more consistent results and get the most enjoyment. In practice, this premise hasn't worked out very well. Athletes from cultures where intuition is

honored, notably elite runners from East Africa, continue to dominate. That's because sports training isn't about "running the numbers." It's about working with the individual body that we must train with, and whose needs change continually. The Joyful Athlete tells a riveting story of groundbreaking research that reveals why our bodies thrive when we cultivate expansive thoughts and feelings, and how scores of athletes at all levels have found success by "feeling-based training." It's an enjoyable reading experience that will inspire athletes in every sport. The Joyful Athlete answers the most basic question every athlete faces: "How can I be successful and enjoy my training too?"

The celebrated coach shares his philosophy of football, profiles players he has coached, and recounts key moments in his career

The 100 Most Controversial, Debatable Questions for Die-Hard Fans

Razor Thin: The Difference Between Winning and Losing

34 Interviews with the World's Greatest Coaches

Scoring in the Red Zone

Football For Dummies

Maximizing the Drive Within

Tackle everything about football with this comprehensive guide from the pros! Always wanted to understand football, but do X's from your O's? Football For Dummies has you covered! This fun, easy-to-read guide offers a comprehensive overview of the game. Former professional player and current NFL analyst Howie Long teams up with professional football consultant John Czarnecki to guide you through the game like no one else can, with analysis of football positions, basic and advanced offensive and defensive strategies, and the latest updates to the game and the rules. Learn about the latest NFL stadium technologies, new stars in the game, and game-changing plays in football that apply to every level, from pee wee to high school, college, and the pros! Perfect for both knowledgeable fans as well as to those new to the sport, this fun guide makes learning football easy. Jump in and you'll be talking the football talk in no time. This is the perfect comprehensive and updated guide to football for both new fans and old pros. Provides detailed explanations of offensive and defensive plays, and analysis of approaches to various game situations. Includes updated content on new stadium technologies, star players, and the latest rules and regulations. Packed with information that's applicable for every level. Dive right in to Football For Dummies to get the latest in-depth analysis to the most popular sport in America!

This is the eBook version of the printed book. If the print book includes a CD-ROM, this content is not included within the eBook.

Three Super Bowl rings attest Walsh as "The Genius" of modern professional football. But the care he took with his people and the meticulous planning and preparation that made his game work just as well in businesses as in football. Bill Walsh was never a businessman. But business has much to learn from the brilliant head coach of the San Francisco 49ers ... Time after time, Walsh used meticulous planning and training to turn ordinary teams into giant-kil.

Whether you're a die-hard from the days of Joe Montana or a new supporter of Jimmy Garoppolo, San Francisco 49ers fans will

the top 100 things to know and do, in their lifetime through this unique guide. Inspired by and written for the devout fan, this detailed book explores important facts and figures from the team's storied history, including the early years of Y. A. Tittle; the Bill Walsh, Montana, Steve Young, and Jerry Rice; the wild saga of Colin Kaepernick, and more. From the most important facts about the team to the traditions that define what being a 49ers fanatic is all about, this guide also highlights such essential experiences and places to soak in 49ers lore.

The GeniusHow Bill Walsh Reinvented Football and Created an NFL DynastyRandom House Trade Paperbacks
Parcells

My Philosophy of Leadership

Bill Walsh's Return to Stanford Football

The Best Bay Area Sports Arguments

The Genius of Desperation

A Master Class in Building Teams and Winning at the Highest Level

Genius

The last lecture on leadership by the NFL's greatest coach: Bill Walsh Bill Walsh is a towering figure in the history of the NFL. His advanced leadership transformed the San Francisco 49ers from the worst franchise in sports to a legendary dynasty. In the process, he changed the way football is played. Prior to his death, Walsh granted a series of exclusive interviews to bestselling author Steve Jamison. These became his ultimate lecture on leadership. Additional insights and perspective are provided by Hall of Fame quarterback Joe Montana and others. Bill Walsh taught that the requirements of successful leadership are the same whether you run an NFL franchise, a fortune 500 company, or a hardware store with 12 employees. These final words of 'wisdom by Walsh' will inspire, inform, and enlighten leaders in all professions. In the late 1970s, no one in their right mind would have picked the San Francisco 49ers to take home a championship. The team, which had experienced frequent leadership change in recent years, was considered one of the worst in the league... Purchase this in-depth summary to learn more.

More than 6 years after his death David Halberstam remains one of this country's most respected journalists and revered authorities on American life and history in the years since WWII. A Pulitzer Prize-winner for his ground-breaking reporting on the Vietnam War, Halberstam wrote more than 20 books, almost all of them bestsellers. His work has stood the test of time and has become the standard by which all journalists measure themselves. Bill Belichick's thirty-one years in the NFL have been marked by amazing success--most recently with the New England Patriots. In this groundbreaking book, THE EDUCATION OF A COACH, David Halberstam explores the nuances of both the game and the man behind it. He uncovers what makes Bill Belichick tick both on and off the field.

What Does it Take to Get Ahead Now—And Stay There? High performance has always required shrewd strategy and superb execution. These factors remain critical, especially given today's unprecedented business climate. But Rich Karlgaard—Forbes publisher, entrepreneur, investor, and board director—takes a surprising turn and argues that there is now a third element that's required for competitive advantage. It fosters innovation, it accelerates strategy and execution, and it cannot be copied or bought. It is found in a perhaps surprising place—your

company's values. Karlgaard examined a variety of enduring companies and found that they have one thing in common; all have leveraged their deepest values alongside strategy and execution, allowing them to fuel growth as well as weather hard times. Karlgaard shares these stories and identifies the five key variables that make up every organization's "soft edge": Trust: Northwestern Mutual has built a \$25 million dollar revenue juggernaut on trust, the foundation of lasting success. Learn how to create an environment that engenders trust and propels high performance. Smarts: In most technical fields your formal education quickly becomes out of date. How do you keep up? Learn how the Mayo Clinic, Stanford University women's basketball team, and others stay on top by relentlessly pursuing an advantage through smarts. Teamwork: Since collaboration and innovation are a must in the global economy, effective teamwork is vital. Learn how global giant FedEx stays focused and how nimble Nest Labs relies on lean teams with cognitive diversity. Taste: Clever product design and integration are proxies for intelligence because they make customers feel smart. But taste goes further into deep emotional engagement. Specialized Bicycles calls it "the elusive spot between data truth and human truth." How can you consistently make products or services that trigger these emotional touch points? Story: Companies that achieve lasting success have an enduring and emotionally appealing story. What's your company's story? How do you tell it your way? Gain the ability to create a powerful narrative in a world where outsiders often exercise the louder voice.

Turning Ordinary People Into Extraordinary Performers

Finding the Winning Edge

Live, Work, and Play Like a Champion

San Francisco 49ers

Building a Champion

Sweetness

Remembering "the Genius," 1931-2007

“He’s a smart little mother***,I’ll give him that.” —KEITH RICHARDS on MICK JAGGER IS he Jumpin’ Jack Flash? A Street Fighting Man? A Man of Wealth and Taste? All this, it turns out, and far more. By any definition, Mick Jagger is a force of nature, a complete original—and undeniably one of the dominant cultural figures of our time. Swaggering, strutting, sometimes elusive, always spellbinding, he grabbed us by our collective throat a half-century ago and—unlike so many of his gifted peers—never let go. For decades, Mick has jealously guarded his many shocking secrets—until now. As the Rolling Stones mark their 50th anniversary, journalist and #1 New York Times bestselling author Christopher Andersen tears the mask from rock’s most complex and enigmatic icon in a no-holds-barred biography as impossible to ignore as Jagger himself. Based on interviews with friends, family members, fellow music legends, and industry insiders—as well as wives and legions of lovers—MICK sheds new light on a man whose very name defines an era and candidly reveals: —New details about Jagger’s jaw-dropping sexual exploits with more than four thousand women (including Madonna, Angelina Jolie, Carly Simon, Linda Ronstadt, Uma Thurman, and France’s First Lady Carla Bruni)—as well as his**

encounters with several of rock's biggest male stars. Also, the day Mick's wife Jerry Hall and Keith Richards pleaded with Jagger to seek treatment for sex addiction. —The backstage drama surrounding Mick's knighthood, and Jagger's little-known ties to Britain's Royal Family, including Prince William and Kate Middleton. —What he really thinks of today's superstars—including Lady Gaga, Britney Spears, Beyoncé, Justin Timberlake, Kanye West, and Justin Bieber. —Never-before-revealed, behind-the-scenes accounts of his often turbulent relationships—from his band-mates, ravenous groupies, and rabid fans to such intimates as Andy Warhol, John Lennon, Jackie Onassis, Bill Clinton, and others. —Cocaine, LSD, hashish, and speed—the flabbergasting truth about the extent of Jagger's substance abuse, and how long it really went on. —A rare glimpse into Mick's business dealings and the killer instinct that has enabled him to amass a personal fortune well in excess of \$400 million. —The stormy “marriage” between Mick and Keith that nearly ran aground over Keith's searing comments—and all the scandal, mayhem, excess, madness, and genius that went into making the Rolling Stones “the world's greatest rock-and-roll band.” Like its subject, this book is explosive and riveting—the definitive biography of a living legend who has kept us thrilled, confounded, and astounded. **THIS IS MICK.**

The first definitive biography of Chicago Bears superstar Walter Payton. At five feet ten inches tall, running back Walter Payton was not the largest player in the NFL, but he developed a larger-than-life reputation for his strength, speed, and grit. Nicknamed “Sweetness” during his college football days, he became the NFL's all-time leader in rushing and all-purpose yards, capturing the hearts of fans in his adopted Chicago. Crafted from interviews with more than 700 sources, acclaimed sportswriter Jeff Pearlman has produced the first definitive biography of Payton. Sweetness at last brings fans a detailed, scrupulously researched, all-encompassing account of the legend's rise to greatness. From Payton's childhood in segregated Mississippi, where he ended a racial war by becoming the star of his integrated high school's football team, to his college years and his twelve-year NFL career, Sweetness brims with stories of all-American heroism, and covers Payton's life off the field as well. Set against the backdrop of the tragic illness that cut his life short at just forty-six years of age, this is a stirring tribute to a singular icon and the lasting legacy he made.

The critically acclaimed, San Francisco Chronicle bestseller—a gripping story of the strife and tragedy that led to San Francisco's ultimate rebirth and triumph. Salon founder David Talbot chronicles the cultural history of San Francisco and from the late 1960s to the early 1980s when figures such as Harvey Milk, Janis Joplin, Jim Jones, and Bill Walsh helped usher from backwater city to thriving metropolis.

Discusses the beginnings of the San Francisco 49ers, the greatest and lowest moments of the team, the best

players and coaches, and shares other fun facts that help round out 49er's history.

Gridiron Leadership

The Biography of Joe Paterno

100 Things 49ers Fans Should Know & Do Before They Die

Bill Walsh's Winning Ways

The Schematic Innovations that Made the Modern NFL

A Season with Bill Walsh

The Genius

The story of legendary the Bill Walsh--the thoughtful, articulate coach who led the San Francisco 49ers to three Super Bowl wins and was voted coach of the decade in the 80s--portrays the growth of his team and their incredible 1992 season. Jerry Rice has been called the best pro football player ever. In spite of Rice's legendary gridiron skills, or even his ability to transform himself into an instant ballroom-dance prodigy on ABC's hit TV series Dancing with the Stars, the surprising fact is, a guy like Jerry Rice is made and not just born. In Go Long! Rice shares the inspirational lessons and empowering practices that have helped him attain success, both on the football field and off. Through the ups and downs of Rice's life and incomparable career, we discover how self-motivation, determination, and humility are the keys to achievement and true fulfillment. It's been a long journey for Jerry Rice, from his childhood in Starkville, Mississippi, to a certain berth in the Pro Football Hall of Fame. As a kid, he was always working toward something, even if he wasn't sure what it was. Rice honed his hand-eye coordination by catching airborne bricks tossed by his siblings while on the job with their bricklayer father, and he ran--everywhere. From these humble beginnings, Rice blazed a path to greatness in college and the NFL--a trip that was fueled by tireless effort and belief in a few simple principles, among them that achievement is a voyage, not a destination; that modesty and perseverance, not talent, are what determine how far you will go; and that everyone should strive to be a role model. Rice even demonstrates these rules in action, breaking down the greatest games from his stellar career. Go Long! is an inspiring book by a living sports legend. More than that, however, it is the story of how Jerry Rice awakened the champion within, illustration how we can unlock the greatness within ourselves.

Written for every sports fan who follows the 49ers, this account goes behind the scenes to peek into the private world of the players, coaches, and decision makers--all while eavesdropping on their personal conversations. From the San Francisco locker room to the sidelines and inside the huddle, the book includes stories about Ronnie Lott, Steve Mariucci, Joe Montana, Terrell Owens, Jerry Rice, Jesse Sapolu, Bill Walsh, and Steve Young, among others, allowing readers to relive the highlights and the celebrations.

How three football legends -- Bill Walsh, Joe Gibbs, and Bill Parcells -- won eight Super Bowls during the 1980s and changed

football forever. Bill Walsh, Joe Gibbs and Bill Parcells dominated what may go down as the greatest decade in pro football history, leading their teams to a combined eight championships and developing some of the most gifted players of all time in the process. Walsh, Gibbs and Parcells developed such NFL stars as Joe Montana, Lawrence Taylor, Jerry Rice, Art Monk and Darrell Green. They resurrected the careers of players like John Riggins, Joe Theismann, Doug Williams, Everson Walls and Hacksaw Reynolds. They did so with a combination of guts and genius, built championship teams in their own likeness, and revolutionized pro football like few others. Their influence is still evident in today's game, with coaches who either worked directly for them or are part of their coaching trees now winning Super Bowls and using strategy the three men devised and perfected. In interviews with more than 150 players, coaches, family members and friends, GUTS AND GENIUS digs into the careers of three men who overcame their own insecurities and doubts to build Hall of Fame legacies that transformed their generation and continue to impact today's NFL.

How Football Explains America

Mick

No Ordinary Joe

The Story of Three Unlikely Coaches Who Came to Dominate the NFL in the '80s

The Best San Francisco 49ers Stories Ever Told

Winning Strategies and Breakthrough Tactics

The Enigmatic Life of Walter Payton

When the legendary former San Francisco 49ers coach passed away on July 30, 2007, at age 75, he was fondly remembered as one of the great innovators in the game of football.

A high school honors student with no police record encounters the police outside his home. He emerges from the confrontation bruised and beaten. The police charge him with serious crimes; he swears he did nothing wrong. When the story becomes public, an American city faces protests, deep division and a long quest for justice. "City Divided" tells the story of the case involving 18-year-old Jordan Miles and three Pittsburgh Police officers. The book takes an in-depth look at the opposing stories, and at race and the fear it incites, to find answers. What happened between the police and the teen, and what went wrong? Can the courts respond with a just solution? And how can we prevent these tragedies in the future?

The Genius is the gripping account of Bill Walsh's career and how, through tactical and organizational skill, he transformed the San Francisco Forty Niners from a fallen franchise into a football dynasty. Along with his right-hand man John McVay, Walsh built the foundation for this success by drafting or trading for a durable core of stars, including Joe Montana, Fred Dean, and Hacksaw Reynolds. (Walsh would later restock the team with such players as Jerry Rice,

Steve Young, and Charles Haley.) The key to Walsh ' s genius perhaps lay in his keen understanding of his athletes ' psyches—he knew what brought out the best in each of them. With unmatched access to players, fellow coaches, executives, beat reporters, and Walsh himself, David Harris recounts the whole story—including Walsh ' s pre-Niners odyssey, the demons that pushed him throughout his career, and the scope of his impact on the game beyond the field and locker room. In the end, Harris reveals the brilliant man behind the coaching legend.

The head coach of the San Francisco 49ers outlines the successful strategies he used to transform the team from an organization in disarray to a team renowned for its excellence

Bill Walsh

How Bill Walsh Reinvented Football and Created an NFL Dynasty

Enchantment, Terror and Deliverance in the City of Love

Jerry Rice

Summary of Bill Walsh ' s The Score Takes Care of Itself by Milkyway Media

How to Lead Successfully When the Pressure Is On

Go Long!

*With its use of football stories, Gridiron Leadership provides a fresh, new approach to capturing and understanding the concepts and practice of leadership, strategy, and execution. * Includes a foreword by Pittsburgh Steelers president and co-owner, Art Rooney II * Presents four diagrams and illustrations that summarize leadership models * Offers a bibliography of approximately 100 scholarly and other citations that support the authors' view of leadership and performance*

If necessity has been the mother of invention throughout the history of professional football, it could also be said that desperation is the father. Rare are the football innovations that have occurred without an owner, general manager, coach, or player up against the wall and reaching for a way to succeed anyway. In this meticulously researched, lively book, Bleacher Report lead NFL scout Doug Farrar traces the schematic history of the pro game through these "if this/then that" moments—paradigm shifts in the game from 1920 through the present. More than just a book about schemes and strategies, The Genius of Desperation: The Schematic Innovations that Made the Modern NFL also tells the stories of the game's most prominent innovators, the adversities they endured, and the ways in which they learned to exceed their own expectations on the path to true greatness. Everyone from George Halas to Greasy Neale, Paul Brown to Sid Gillman, Bill Walsh to Chip Kelly is featured, as well as many more. The Genius of Desperation is a narrative arc through the history of the game as it's never been told before.

ESPN's Sal Paolantonio explores just how crucial football is to understanding the American psyche Using

some of the most prominent voices in pro sports and cultural and media criticism, "How Football Explains America" is a fascinating, first-of-its-kind journey through the making of America's most complex, intriguing, and popular game. It tackles varying American themes--from Manifest Destiny to "fourth and one"--as it answers the age-old question Why does America love football so much? An unabashedly celebratory explanation of America's love affair with the game and the men who make it possible, this work sheds light on how the pioneers and cowboys helped create a game that resembled their march across the continent. It explores why rugby and soccer don't excite the American male like football does and how the game's rules are continually changing to enhance the dramatic action and create a better narrative. It also investigates the eternal appeal of the heroic quarterback position, the sport's rich military lineage, and how the burgeoning medium of television identified and exploited the NFL's great characters. It is a must read for anyone interested in more fully understanding not only the game but also the nation in which it thrives. Updated throughout and with a new introduction, this edition brings "How Football Explains America" to paperback for the first time.

Whether a die-hard booster from the days of Joe Montana or a new supporter of Jim Harbaugh, San Francisco 49ers fans will discover the top 100 things to know, and do, in their lifetime through this unique team history book and guide. Inspired by and written for the devout 49ers fan, this lively and detailed book explores important facts and figures from the team's storied history, including the early years of Y. A. Tittle and the team's golden era in the 1980s and 1990s--featuring coaches Bill Walsh and George Seifert, Hall of Fame quarterbacks Joe Montana and Steve Young, and star receiver Jerry Rice. From the most important facts about the team to the traditions that define what being a 49ers fanatic is all about, this guide also highlights such essential experiences as the best places to soak in 49ers lore.

On Football and the Making of the 49ers

Where Great Companies Find Lasting Success

Guts and Genius

"Then Steve Said to Jerry..."

Season of the Witch

A Football Life

The Perfect Pass

WHO'S THE BEST? WHO'S THE WORST? Every Bay Area fan knows that the only thing better than watching sports is arguing about the - picking the best, the worst, and who will come out on top. And no region tears its sports teams apart like we do in Northern California. Veteran sportswriter Cam Inman takes you inside the 100 best debates in Bay Area sports. Covering the 49ers, Raiders, Giants, A's, Sharks, Warriors, and beyond, every

question you want to debate is here - as well as a few surprises. Joe vs. Steve: Who deserved to start for the 49ers? Which Raiders season was the best? What's the Warriors' all-time starting five? Is Barry Bonds a first-ballot Hall of Famer? Was the A's best home run hit by a Bash Brother? Were Cal's five laterals legal in The Play? Also included is a foreword by John Madden.

The Score Takes Care of Itself

A City Divided: Race, Fear and the Law in Police Confrontations

Rough Magic