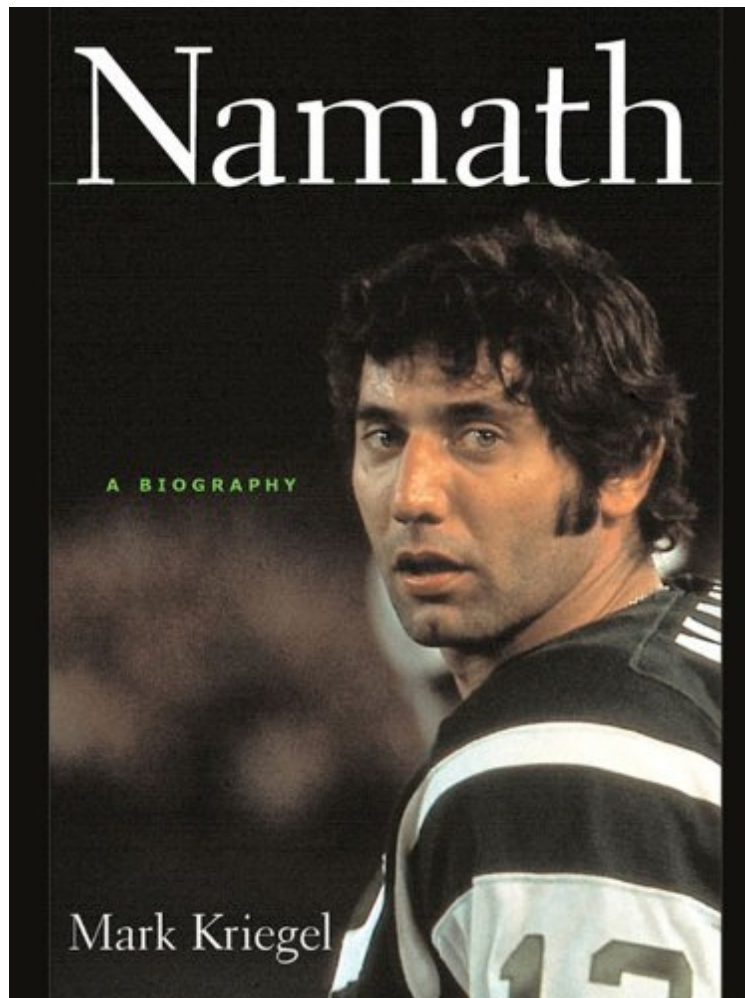


Namath: A Biography

Von Mark Kriegel

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Von Mark Kriegel : Namath: A Biography before purchasing it in order to gage whether or not it would be worth my time, and all praised Namath: A Biography:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Helpful for Those Who Are Not Jets FansVon Donald MitchellIf you are a Jets fan, you can probably skip this book . . . especially if you live in the New York area. Mr. Kriegel mostly recounts stories covered in detail in newspapers and Sports Illustrated . . . and what you've seen yourself on television. That's because the book is an unauthorized biography. An authorized biography would have cost a lot of money and would have been censored, so the author took the unauthorized route. That was probably the right choice.If you are a football fan who enjoyed following Joe Namath's career but didn't have access to the New York media, this book will be fun for you. It will fill in many gaps about his family and youth, his various mobster associations, and how all of those amazing contracts and spokesperson

deals were developed. It's a fairly typical celebrity portrait. The best parts of the book come in where the author captures the psychology that Joe Namath often used on his football opponents and his adversaries in other parts of his life. You get a hefty dose of the hustling part of his ethic from this material. It's written in a gritty way that makes it appealing. You'll feel the emotions that he was trying to inspire as you read these stories -- particularly in regard to Super Bowl III. The book has two important flaws. First, Mr. Kriegel likes to simplify his story a little too much. The story line is that Joe was crushed by a dysfunctional family, and couldn't live in peace until he had a family of his own where he could dote on his daughters. Now he is saved. People are a little more complicated than that. Mr. Namath was a compulsive womanizer and alcoholic for decades, and still seems to have moments where he falls off the wagon (as occurred on national television recently as he asked his interviewer for a kiss). Second, the book doesn't have enough football in it . . . but has way too much about drinking, carousing and womanizing. The over emphasis on the bad habits gets to be more than a little repetitive. This book could have cut out 150 pages and been a much better read. The football analysis is almost nonexistent. For example, Broadway Joe threw a lot of interceptions. There's almost no discussion of the causes of that result. You just get a repetition of how much pain he was in, how bad his injuries were, and how he took responsibility with the media for the interceptions. As I read the book, I imagined how one could write a comparable biography about Madonna and how she has reinvented herself to continue to be a celebrity. That's the overall tone of the book. Mr. Kriegel is probably overly supportive of Joe Namath in the book. That's what makes this a fan's book. I think the book would have been better, however, if the focus had been less sympathetic and more like reporting and analysis. Stand for what's right!

Kurzbeschreibung In between Babe Ruth and Michael Jordan there was Joe Namath, one of the few sports heroes to transcend the game he played. Novelist and former sports-columnist Mark Kriegel's bestselling biography of the iconic quarterback details his journey from steel-town pool halls to the upper reaches of American celebrity and beyond. The first of his kind, Namath enabled a nation to see sports as show biz. For an entire generation he became a spectacle of booze and broads, a guy who made bachelorhood seem an almost sacred calling, but it was his audacious guarantee of victory in Super Bowl III that ensured his legend. This unforgettable portrait brings readers from the gridiron to the go-go nightclubs as Kriegel uncovers the truth behind Broadway Joe and why his legend has meant so much to so many. From Publishers Weekly Avoiding the pitfalls of mythology while telling a larger-than-life story is never easy, but Kriegel does it grandly in this landmark portrait of the 1960s icon. From the segregated South to the era of showbiz sports, Namath has a Forrest Gump-like way of being there. All the important athletic moments are here, elegantly told: his hardscrabble western Pennsylvania upbringing; his unlikely pairing with Bear Bryant; his arrival in New York as a hard-partying, money-making star and, of course, the win in Super Bowl III. Namath comes off as both throwback (he played through unbearable pain) and hypermodern (40 years ago, he was already getting paid to wear certain brands of clothing). But to write of the first media-age sports star is to tell not just of an athlete but the changing nature of celebrity and society in the '60s--that is, the story of modern America--and the author manages the elusive trick of illuminating setting as much as subject. He documents how sports became both big business and pop culture through savvy TV deals and the merchandising of stars. If Namath feels like a distant figure, more statue around whom society scrambled to adjust itself than active change seeker, that's because Kriegel convinces us he was a figure both epic and accidental in a world revolving too fast for one person to control. Kriegel has written a remarkable book: a feel-good sports story still abundant with insight and social commentary. Copyright 2004 Reed Business Information. From Booklist When Joe Namath, fueled by more than a few scotches, guaranteed in January 1969 that his underdog New York Jets--from the upstart American Football League--would beat the powerful Baltimore Colts in Super Bowl III, it made a good human-interest story. But when the Jets made good on their brash quarterback's claim, the Namath legend was born. Not that Broadway Joe didn't help it grow with his flamboyant lifestyle. Soon enough Namath was the toast of New York nightlife, the poster child for cool. Kriegel, an award-winning columnist for the New York Daily News, examines Namath's life (evidently without Namath's cooperation) from his modest beginnings in the mill town of Beaver Falls, Pennsylvania, through collegiate years at Alabama, and on to the Broadway Joe era and beyond, analyzing in the process the way that the quarterback's handlers managed to market Namath's cool to the masses. Interviews with friends, former teammates, and family, along with secondary sources, form the bulk of Kriegel's research. The Namath who emerges here is an appealing mix of swagger and insecurity. This is an intelligent, carefully crafted portrait of an American sports icon and an insightful look at how the world of celebrity works. Wes Lukowsky Copyright American Library Association. All rights reserved