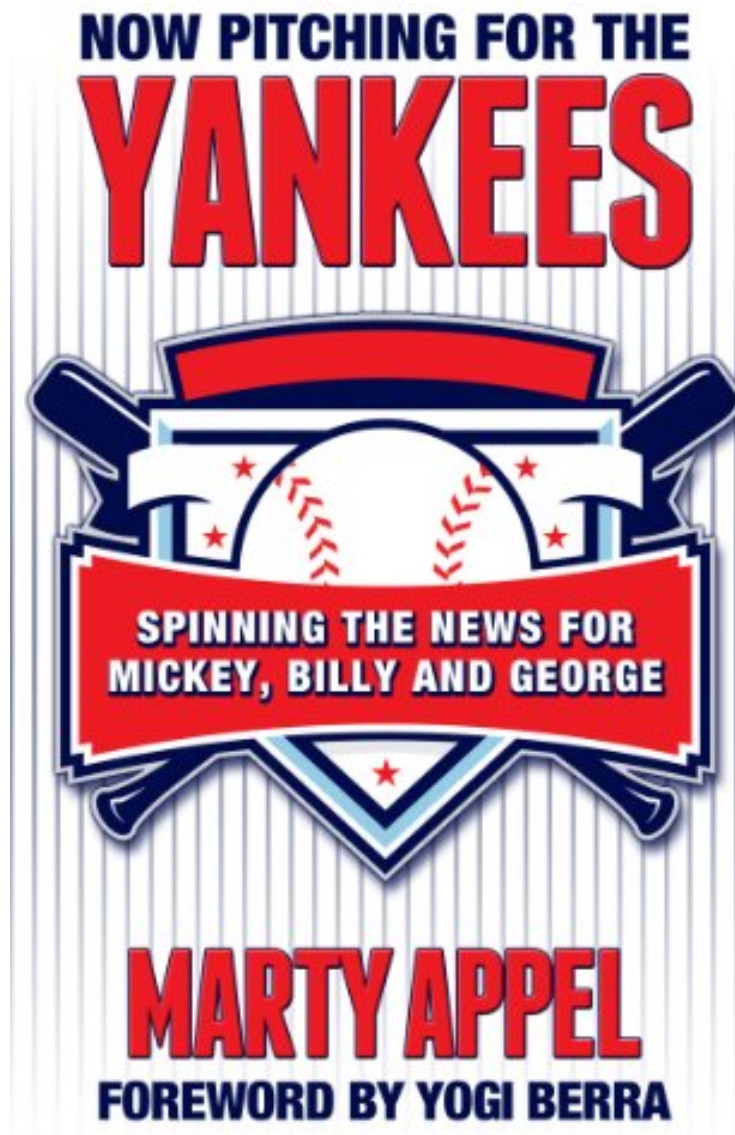


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Now Pitching for the Yankees: Spinning the News for Mickey, Billy, and George (English Edition)

Von Marty Appel

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Von Marty Appel : Now Pitching for the Yankees: Spinning the News for Mickey, Billy, and George (English Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Now Pitching for the Yankees: Spinning the News for Mickey, Billy, and George (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Behind the Scenes View from New York Yankees P.R. 1968-1976Von Donald MitchellSummary: Although billed as a memoir about doing P.R. for the New York Yankees, much of the book is actually concerned with the author's life before and after the Yankees. Those sections are much less interesting, and the book would have been improved if they had been left out or severely edited. Mr. Appel begins with a "gee whiz it's the Yankees" attitude, but gradually tells the downside of many people involved with the Yankees through his personal anecdotes of working with them. If you like your Yankee stars untarnished, you might wish you had skipped this book. On the other hand, you will find out about many kindnesses that players and management did that will be new to you. If you like to know about the warts and all, this book will be very rewarding for you.Review: In a brief forward, Yogi Berra vouches for Mr. Appel. "He's one of the good ones in baseball." You will come away with the same impression, because Mr. Appel seems to be one of those people who goes out of his way to be nice and helpful. One of the last sections in the book describes Mr. Appel's work on behalf of Yogi's museum.Although Mr. Appel grew up in Brooklyn, he became a Yankee fan . . . largely by mistake. He loved underdogs, and became conscious of major league baseball in the year that the Dodgers beat the Yankees in the World Series. He didn't realize the the Yankees usually won in the cross-borough rivalry.Young people can learn a lot from his persistence. Mr. Appel entered and won many publicity contests that the Yankees sponsored. He sent an unsolicited letter looking for a job while a sophomore on college, and his past contacts helped him make a good impression. As a result, he was soon answering Mickey Mantle's fan mail.Although you will enjoy reading about Mr. Appel's career, it is his insights into the people involved in baseball that will draw you to this book. His work included organizing the Old Timer's game each year. This meant coming into contact with many Hall of Fame Yankees as well as the current players. What he didn't learn directly, he often gained from clubhouse stories. Many of these are shared in this book about Babe Ruth, Mickey Mantle, Roger Maris, Joe DiMaggio, Billy Martin, Casey Stengel, Reggie Jackson, Phil Rizzuto, Gabe Paul, George Steinbrenner, and Yogi Berra among a cast of many others who were not Yankee greats. You will also get lots of background details on George Steinbrenner's many trades including how the departure of the traded player and the arrival of the new player were handled (or more often, mishandled). Anything you wanted to know about Mr. Steinbrenner's hair policies will also be uncovered here by Mr. Appel's tipping of the cap.Clearly, baseball can be a relationship filled with grace or a dirty business filled with ego and temper. You will see both sides in this excellent tale from the front office. If you are a Yankee fan, you really should read this book. It will add to your knowledge about your heroes . . . unless you don't want to know any more about their weaknesses.Unless you are fascinated by Mr. Appel's career, you can probably skip the chapters after "I Almost Lose Reggie for the Yankees." These involve some Yankee stories, but mostly cover Mr. Appel's book projects, work on behalf of Yankee broadcasting, his work in the baseball head office, World Team Tennis, promoting Topps cards, and helping to organize the Atlanta Olympics. These sections lacked the inherent interest to me that the earlier chapters contained.After you finish enjoying this book, think about how having friendly relations with others opens up the possibility for having more wonderful experiences. How can you emulate Mr. Appel's example of being as helpful as possible, without sacrificing your own values?Be rich in human connections!

Kurzbeschreibung"Baseball insiders are calling it the best front office book ever written about sports, and it's a riot." Larry King, USA TODAY"If you want to know what the Yankees were like before (and during) Billy Martin's various turns at the helm, Now Pitching for the Yankees just might be the best place to start." Rob Neyer, ESPN.com"It's different, it's funny, and he knows his stuff." Tim McCarver, Fox Sports Announcer, catcher for the St. Louis CardinalsStarting as a college student sorting Mickey Mantles fan mail and rising to become the youngest director of public relations in baseball history, Marty Appel offers a unique behind-the-scenes memoir of life with the New York Yankees from 1968-1977. Appel stood shoulder-to-shoulder with both the benchwarmers and the superstars of the past and present, from tempestuous owner George Steinbrenner to Hall of Famers like Yogi Berra and Reggie Jackson. With a new chapter bringing the story up-to-date, as well as changes and milestones in the game he loves, Marty Appel paints a hilarious and poignant portrait of the Yankees.[Appels] love of baseball shines through here, and Yankee fans will lap up his humorous stories of Yankee greats and not-so-greats. LIBRARY JOURNAL"A poignant account of a fan turned public relations executive working for baseball's most glamorized team." BASEBALL AMERICAKurzbeschreibung"Baseball insiders are calling it the best front office book ever written about sports, and it's a riot." Larry King, USA TODAY"If you want to know what the Yankees were like before (and during) Billy Martin's various turns at the helm, Now Pitching for the Yankees just might be the best place to start." Rob Neyer, ESPN.com"It's different, it's funny, and he knows his stuff." Tim McCarver, Fox Sports Announcer, catcher for the St. Louis CardinalsStarting as a college student sorting Mickey Mantles fan mail and rising to become the youngest director of public relations in baseball history, Marty Appel offers a unique behind-the-scenes memoir of life with the New York Yankees from 1968-1977. Appel stood shoulder-to-shoulder with both the benchwarmers and the superstars of the past and present, from tempestuous owner George Steinbrenner to Hall of Famers like Yogi Berra and Reggie

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Aber den Autor und weitere Mitwirkende Marty Appel is widely acknowledged as the nation's leading historian on the New York Yankees. His time with the Yankees in public relations and television production stretched from 1968-1992, and is uniquely documented in his memoir, *Now Pitching for the Yankees*, named New York baseball book of the year by ESPN.com. A Brooklyn-born Yankees fan who has followed the team since 1955, he continues his association with the club, appearing frequently on *Yankeeographies* (YES Network), and *Yankees.com* (where he interviews former players), while writing for team publications. Appel is the author of 18 books including the acclaimed Yankees history *Pinstripe Empire: The New York Yankees from Before the Babe to After the Boss*, and *Munson: The Life and Death of a Yankee Captain*. He has won an Emmy award for a WPIX special on Billy Martin, a Casey Award (baseball book of the year) for *Slide, Kelly, Slide* (a biography of the 19th century star King Kelly), the Dick Young Award for long and meritorious service to baseball, the Dick Steinberg "Good Guy Award" from the National Jewish Sports Hall of Fame; serves as magazine historian for the Baseball Hall of Fame's "Memories and Dreams," is a columnist on vintage books for *Sports Collectors Digest*, and has also written books with Tom Seaver, Larry King, Bowie Kuhn, Lee MacPhail and umpire Eric Gregg. He resides in Manhattan with his wife and has two grown children.