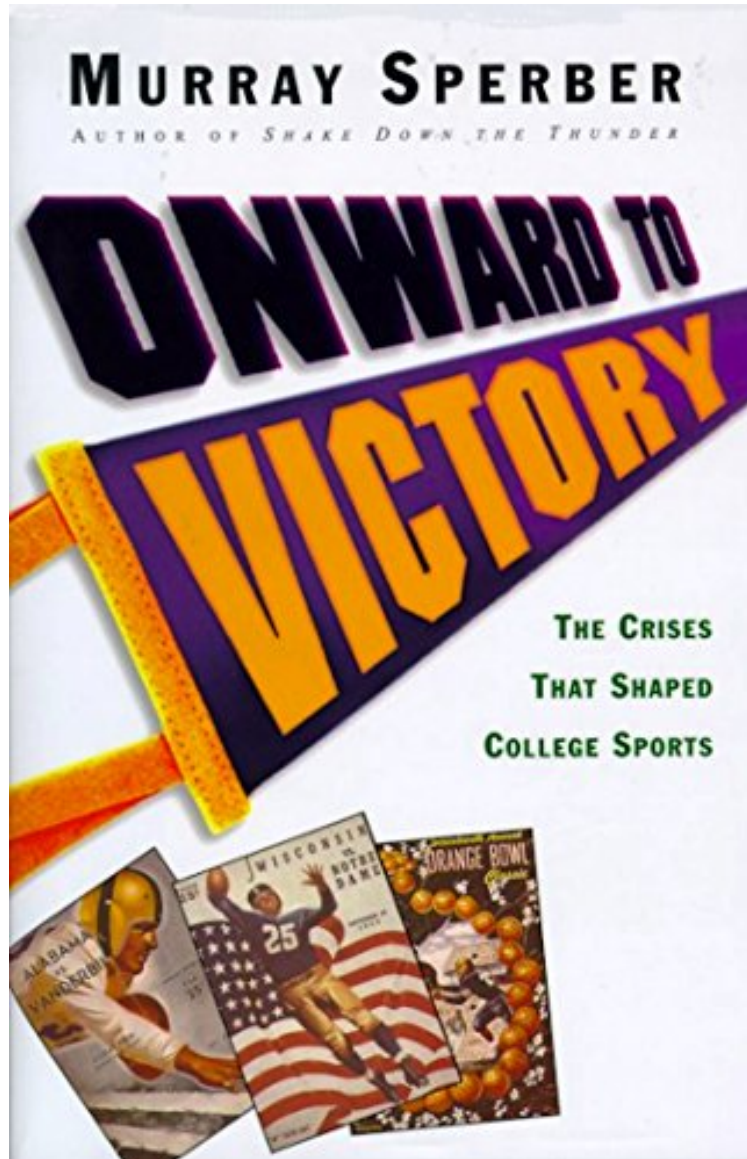


[Download pdf ebook] Onward to Victory: The Creation of Modern College Sports

Onward to Victory: The Creation of Modern College Sports

Von Murray Sperber

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Von Murray Sperber : Onward to Victory: The Creation of Modern College Sports before purchasing it in order to gage whether or not it would be worth my time, and all praised Onward to Victory: The Creation of Modern College Sports:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Another outstanding book from Murray SperberVon Ein KundeMurray Sperber has become one of my favorite authors. I really liked his first book, College Sports Inc., and also his second, Shake Down the Thunder. The first one focused on the

problems in contemporary college sports, especially how schools lose money in it, and the second book showed the history of the phenomenon from the point of view of the only school that has actually made money in college sports, Notre Dame. Both books were very well-researched but, although Sperber is a college professor, he writes really well and always entertains and enlightens the reader. Onward to Victory combines the best elements of Sperber's first two books--he exposes the scoundrels in college sports, particularly the NCAA, and also reveals the "true history" of the phenomenon. This book is set in the 1940s and 1950s, and again Notre Dame comes off very well--it never cheated because it could do so well and win by playing it straight. But the book is so much more--if you love stories about what crooks the sports media are and have always been, this book is for you. At the end of this book, Sperber outlines his next one, Beer Circus: The Impact of Bigtime College Sports on Undergraduate Education. I really look forward to that one. It's great that there is someone around like Sperber willing to puncture holes in the sanctimonious greedheads who run college sports and the media people who promote it so relentlessly.

0 von 0 Kunden fanden die folgende Rezension hilfreich. Excellent

Von Ein Kunde

Author Murray Sperber has proved, once and for all, that he is America's pre-eminent college sports historian. In his archeological research digs, Sperber picks far below the level of accepted myths and comfortable oversights. Fuelled by a healthy dose of skepticism and an insatiable appetite for research, he keeps digging until he reveals corrupt truth after corrupt truth. In his first book on this subject, "College Sports, Inc.," he destroyed most of the myths which prop up the present-day university athletics temple. In "Shake Down The Thunder," he showed conclusively that corruption and hypocrisy kicked off with the first football in 1869. And in his newest work, "Onward to Victory," Sperber reveals for the first time the despicable political machinations which gave rise to the NCAA following the Second World War. Among Sperber's new insights, he exposes such long-haired reform measures as the "Purity Code" and "Sanity Code" for the bankrupt public-relations exercises they were, measures which merely allowed the more powerful, slicker cheats to prevail. Indeed, the most common thread running through the history of the organized college athletics is hypocrisy. Although you could scarcely find a single athletic department employee in all of America who would agree, American higher education is better off because of Murray Sperber's writings.

John Kryk, author of "Natural Enemies: The Notre Dame-Michigan Football Feud." Toronto, Ontario, Canada.

0 von 0 Kunden fanden die folgende Rezension hilfreich. Best book about the "business" of college sports

Von Ein Kunde

I graduated from a school that now has an active movement towards moving up in Division 1-A football and another movement towards returning to "pure" non-scholarship sports. This book showed me that the worst abuses in college sports are well behind us. The chapters about Red Blaik's Army powers and the post-college military teams were especially enlightening--showing how an emphasis on winning and power gets too far out of hand. I like to watch college football and accept it for what it is--entertainment. But at least we are more "honest" today with the best players who are not serious students by allowing them to turn pro early. Sperber's book showed me that while we have had little or no "reform"--we are at least more aware.

Kurzbeschreibung

From the acclaimed author of Shake Down the Thunder. With the 1940 release of the classic film Knute Rockne, All American, the myth of the hero scholar-athlete was born, and with it came the age of big-time college sports in America. Drawing on a wide variety of sources, including press accounts, letters and diaries, historical papers, and interviews with many who were there, Murray Sperber recounts how the myths created by Hollywood studios were embellished and codified by a hungry press, infiltrating the collective unconscious with epic stories of players, coaches, and teams. As college sports became a mainstay of popular entertainment, they also were fertile ground for near-fatal scandal, ultimately giving rise to the modern NCAA. Sperber vividly re-creates the world of postwar America, with its all-powerful radiomen, its lurid press, its growing prosperity, and, of course, the infancy of television. Onward to Victory is a brilliant, detailed, and engrossing work of social history for not only sports fans, but anyone interested in the development of modern American culture.

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Sperber's thesis is a tempter from the get-go: "No other American institution has experienced greater crises and scandals than big-time college sports," he writes, "and yet it has not only survived all of them but thrived. Moreover, the problems never end--and they never dent the public's and the media's love for games and their participants. Why?" He spends the next 500 pages searching for answers, and the sweep of the search is as good as the revelations themselves. What Sperber has essentially assembled is an exhaustive, if pointed, history of college sports in the 20th century, zeroing in particularly on the 1940s and 1950s. It is a wart-filled account, carefully researched, engagingly written, thoughtfully told, and anecdotally loaded. Myths are held up to the light, and ignominy is slipped under the microscope, yet circumspection consistently wins out over sensationalism; this is not a case of accusations piling on. The book's title comes from the Notre Dame fight song, and Sperber, fittingly, begins with the most storied of all college sports programs. He tugs relentlessly but fairly at the legends of Knute Rockne and George Gipp until they unravel, then continues yanking the seams until the whole mythic tradition frays. The Irish are far from the only culprits, though; he's especially good on the basketball scandals of the 1950s. Sperber examines the pressures and problems that accompany winning, money-making programs, from recruiting violations and academic deceits to gambling, ticket scalping, and organized cover-ups of player

indiscretions. He examines the changing role of the sporting press, the hyperboles of Hollywood, and the constant need to manufacture a national heroic epic from elements more often found in sordid paperbacks. The chronicle of the dark side of college sports may not be pretty, but it certainly lights up the board. --Jeff

Silverman Kurzbeschreibung From the acclaimed author of *Shake Down the Thunder*. With the 1940 release of the classic film *Knute Rockne, All American*, the myth of the hero scholar-athlete was born, and with it came the age of big-time college sports in America. Drawing on a wide variety of sources, including press accounts, letters and diaries, historical papers, and interviews with many who were there, Murray Sperber recounts how the myths created by Hollywood studios were embellished and codified by a hungry press, infiltrating the collective unconscious with epic stories of players, coaches, and teams. As college sports became a mainstay of popular entertainment, they also were fertile ground for near-fatal scandal, ultimately giving rise to the modern NCAA. Sperber vividly re-creates the world of postwar America, with its all-powerful radiomen, its lurid press, its growing prosperity, and, of course, the infancy of television. *Onward to Victory* is a brilliant, detailed, and engrossing work of social history for not only sports fans, but anyone interested in the development of modern American culture.