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The Billion Dollar Game by Allen St. John

[The Billion Dollar Game](#) Behind the Scenes of the Greatest Day In American Sport - Super Bowl Sunday
Written by Allen St. John Trade Paperback, 288 pages | Anchor | Sports & Recreation - Football | **\$15.00** | 978-0-7679-2815-1 (0-7679-2815-6)

A fascinating portrait of the National Football League, the Super Bowl, and all the position players who come together to create the biggest cultural phenomenon in American sports.

Think the Super Bowl is only about two teams of titans clashing on the field? Think again. The Super Bowl is about fans, hundreds of millions of fans. It's about money, more money than the GDP of twenty-five sovereign nations. It's about precision, the timing of everything from the notorious commercials to the epic halftime show. And it's about the vision and skill of designing a state-of-the-art stadium to house the great show. Here, Allen St. John reveals how America's biggest sporting event is more than just a couple hours on a Sunday: it's a high stakes, real-life dramatic story, with millions of participants all hoping for the same thing—the greatest game ever.

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[The Billion Dollar Game](#) Behind the Scenes of the Greatest Day In American Sport - Super Bowl Sunday
Written by Allen St. John **Book**, 288 pages | Anchor | Sports & Recreation - Football | **\$15.00** |
978-0-385-52927-3 (0-385-52927-9)

One hundred million spectators.

An economic footprint larger than the GDP of 25 nations.

Zero room for error.

An inside view of the 365 days leading up to the greatest event in American sport.

More Americans watch the Super Bowl than vote in presidential elections. Cities compete for the lucrative rights to host a game, and ad agencies, merchandisers, security personnel, and celebrity party planners quarterback their own teams starting a year in advance. Super Bowl Sunday is a national holiday for sports fans, who purchase 1.5 million large-screen TVs in the week before the game, attend one of 7.5 million parties, and eat more food than on any day other than Thanksgiving (according to the California Avocado Commission, Americans consume more than eight million pounds of guacamole on this single day).

In THE BILLION DOLLAR GAME, New York Times bestselling author Allen St. John gets rare access to the people and corporations that mastermind this iconic event. He goes into the FOX Sports broadcast booth with Joe Buck and Troy Aikman, and the longtime director/producer team of Artie Kempner and Richie Zyontz. St. John gets a front-row seat in the Madison Avenue conference rooms where the massive Anheuser-Busch campaign is being tested in focus groups, and he takes readers behind-the-scenes with stadium architect Peter Eisenman, and the billion-dollar deals brokered in Phoenix preceding Super Bowl XLII. Covering the political snafus, the organizational nightmares, and the well-oiled hype machine, St. John weaves a fascinating portrait of the National Football League and the Super Bowl - and examines how all the elements miraculously come together to create the biggest cultural phenomenon in American sport.

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The Billion Dollar Game by Allen St. John

[The Billion Dollar Game](#) Behind-the-Scenes of the Greatest Day In American Sport - Super Bowl Sunday
Written by Allen St. John**Hardcover**, 272 pages | Doubleday | Sports & Recreation - Football | **\$24.95** |
978-0-385-52354-7 (0-385-52354-8)

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The Mad Dog Hall of Fame by Allen St. John

[The Mad Dog Hall of Fame](#) The Ultimate Top-Ten Rankings of the Best in Sports Written by [Chris Russo](#) and [Allen St. John](#) Trade Paperback, 304 pages | Broadway | Sports & Recreation | **\$12.95** | 978-0-7679-2372-9 (0-7679-2372-3)

Many athletes are **SUPERSTARS**.

Many coaches are **LEGENDS**.

Many moments are **CLASSICS**.

But which are the best of the best?

Which ten will make THE MAD DOG HALL OF FAME?

"Opining about sports in a spirited fashion is Chris Russo's specialty." - Bob Costas

The All-Time Top-Ten Players in Baseball, NFL Football, NBA Basketball, College Basketball, College Football

The Top-Ten Coaches of All Time

The All-Time Top-Ten Movers and Shakers in Sports

The Top-Ten Sports Moments in History of All Time

The Top-Ten Sports Venues of All Time

It's The Big Question in the world of sports: Who's number one?

Which player? Which coach? Which team? Now, the authors of the acclaimed New York Times bestseller, *The Mad Dog 100: The Greatest Sports Arguments of All Time*, get down and dirty to tackle the central issue that consumes every sports fan: Which players, teams, venues, and moments would make the top-ten list of all time?

With characteristic candor, explosive energy, and unquestioned expertise, top-rated sports talk radio personality Christopher "Mad Dog" Russo tackles the tough questions head-on and creates his own personal Hall of Fame. But the Mad Dog sets the bar much higher than usual-only ten honorees are inducted in each category-so plenty of all-time greats will find themselves on the outside looking in.

Russo ranks Lou Gehrig, Willie Mays, and Walter Johnson...and one of them doesn't even make the cut. He ranks Jerry Rice and Dick Butkus and Mean Joe Greene...and try telling one of them he'll have to pay admission to get into this Hall of Fame. He takes sides and ranks Fenway Park ahead of Yankee Stadium...or will it be the other way around? He names the single greatest sports moment of all time, across all sports...and no, it's not what you think.

Each enticing chapter is packed full of intriguing facts and sidebars, including tidbits that will surprise even the most seasoned sports fan. The magic of Russo's analysis is not just an explanation of who makes the cut and who does not-but why. THE MAD DOG HALL OF FAME is essential reading-the kind of book every sports enthusiast will want to have on hand as a quick reference guide to the best of the best. Russo and St. John have crafted an entertaining, fast-paced, and provocative tour of the world of sports, chock-full of close calls and tough choices designed not to end arguments...but to start them.

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[The Mad Dog Hall of Fame](#) The Ultimate Top-Ten Rankings of the Best in Sports Written by [Chris Russo](#) and [Allen St. John](#) **Book**, 256 pages | Doubleday | Sports & Recreation | **\$12.95** | 978-0-385-51912-0 (0-385-51912-5)

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The Mad Dog 100 by Allen St. John

[The Mad Dog 100](#) The Greatest Sports Arguments of All Time **Written by** [Chris Russo](#) and [Allen St. John](#)
Trade Paperback, 304 pages | Broadway | Sports & Recreation; Sports & Recreation - Essays | **\$12.95** |
978-0-7679-1462-8 (0-7679-1462-7)

The essential book for any sports fan, from one of the reigning kings of sports talk radio, Christopher "Mad Dog" Russo
Sports fans

Which was the greater achievement, Ted Williams's .406 season or Joe DiMaggio's 56-game hitting streak?

Who would dominate the ultimate Pebble Beach showdown? Ben Hogan or Tiger Woods?

Who was really the most important athlete of the twentieth century? If you love sports, there's only one thing better than a good game-and that's a good argument. Who's the best ever? The worst ever? Underrated? Overpaid? Now, in his long-awaited and completely original book-updated for the 2003 sports season-Christopher "Mad Dog" Russo sets up and breaks down the hundred greatest sports arguments of all time. In classic Mad Dog style, each chapter tackles a classic sports debate and takes sides with the lively and authoritative opinions that have made him one of the top radio personalities in the country. Whether you agree with The Dog-or agree to disagree with the book's often controversial conclusions-The Mad Dog 100 is the perfect companion for any sports fan.

<http://www.randomhouse.com/catalog/display.pperl?isbn=9780767914628>

The Mad Dog 100 by Allen St. John

[The Mad Dog 100](#) The Greatest Sports Arguments of All Time **Written by** [Chris Russo](#) and [Allen St. John](#)
eBook | Doubleday | Sports & Recreation; Sports & Recreation - Essays | **\$12.95** | 978-0-385-51101-8
(0-385-51101-9)

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TALK RADIO, CHRISTOPHER "MAD DOG" RUSSO

Which was the greater achievement, Ted Williams's .406 season or Joe DiMaggio's 56-game hitting streak?

Who'd be left standing in a battle between Joe Louis and Mohammed Ali?

Which NBA team was the greatest of all time-the '66-'67 Celtics? The '71-'72 Lakers? What about the '95-'96 Bulls?

Who would dominate the ultimate Pebble Beach showdown-Ben Hogan or Tiger Woods?

Who was the most important athlete of the twentieth century?

You're a sports fan. You love a good argument and you'll defend your position as fervently as Michael Jordan at crunch time. You'll analyze games and terrible calls, throw out stats to prove a point, and heatedly debate whether a player is an overachiever-or merely overpaid.

Now, in his long-awaited and completely original book, Christopher "Mad Dog" Russo sets up and breaks down the one hundred greatest sports arguments of all time. In classic Mad Dog style, each chapter tackles a classic sports debate and takes sides with the clear, step-by-step opinions that have made Russo one of the top radio personalities in the country. The Mad Dog 100 covers it all: from baseball (Who really should go to Cooperstown?), to basketball (Chamberlain, Russell, or Shaq: who's the NBA's most dominant center ever?), to football (Who is the greatest NFL quarterback ever?), to hockey (What are the greatest hockey dynasties of all time?)-and is a catch-all of other crucial modern-day sports questions like: Is instant replay really worth it? What's the true role of performance-enhancing drugs? Are salary caps really necessary?

Whether you're reading The Mad Dog 100 or debating these sports arguments with friends, this is the definitive companion for any self-respecting sports fan.

<http://www.randomhouse.com/catalog/display.pperl?isbn=9780385511018>
