

# Playing For Keeps Michael Jordan And The World He

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2020-01-17

## WEBER LILLY

*The Teammates* Univ of California Press

The Pulitzer Prize-winning journalist looks at the life and times of the Chicago Bulls superstar— “The best Jordan book so far” (The Washington Post). One of sport’s biggest superstars, Michael Jordan is more than an internationally renowned athlete. As illuminated through David Halberstam’s trademark balance of impeccable research and fascinating storytelling, Jordan symbolizes the apex of the National Basketball Association’s coming of age. Long before multimillion-dollar signings and lucrative endorsements, NBA players worked in relative obscurity, with most games woefully unattended and rarely broadcast on television. Then came Larry Bird and Magic Johnson, Jordan’s two great predecessors, and the game’s status changed. The new era capitalized on Jordan’s talent, will power, and unrivaled competitiveness. In *Playing for Keeps*, Halberstam is at his investigative best, delving into Jordan’s expansive world of teammates and coaches. The result is a gripping story of the athlete and media powerhouse who changed a game forever. This ebook features an extended biography of David Halberstam.

**Hot Seat** Rowman & Littlefield Publishers

The media has often speculated and sports fans have debated, but until now no one has known the real story. *Personal Foul* takes an in-depth look at former NBA referee Tim Donaghy and the betting scandal that rocked professional basketball. This is the decisive book that reveals exactly what was done and how it all happened. Which games were affected and how? Did referees target particular players or teams? Just how much did the NBA know and when? How did the mafia get involved? The book answers all of these questions and more. Thrilling and poignant, *Personal Foul* takes readers on the journey of one man wrestling his own demons and shines a light on a culture of gambling and “directive” officiating in the NBA that promises to change the way sports fans view the game forever. The book also includes a foreword by Phil Scala, the FBI Special Agent who worked the Gambino case.

*Hang Time* Open Road Media

From its raw beginnings on Southern dirt tracks, NASCAR smacked of a slightly depraved spectacle, as if nothing but trouble could come from the unbridled locomotion of a V8 engine. By the time NASCAR roared into the twenty-first century, it had grown into a billion-dollar sports and marketing colossus, its races attended by hundreds of thousands of fans on any given weekend from mid-February through mid-November, watched on television by the second-largest viewing audience in sports, and bankrolled by the marketing largesse of the Fortune 500’s elite. One Helluva Ride, a full-throttle account of the rise and reign of NASCAR nation, is award-winning motorsports reporter Liz Clarke’s chronicle of how stock car racing exploded from regional obsession to national phenomenon. In covering the sport for more than fifteen years, Clarke has developed a strong rapport with NASCAR’s drivers, team owners, and hard-core fans. Through her reporting and analysis, we get to know the public and private sides of NASCAR’s most iconic figures, including seven-time champion Richard Petty, who set the standard for treating fans with respect, and the late Dale Earnhardt, whose brazen, bullying tactics wreaked havoc on the track, but whose heart was as big as Daytona’s infield. The sports world stopped in its tracks the day Earnhardt was killed on the last lap of the 2001 Daytona 500. Some feared that NASCAR’s soul would die with him. But it has raced on, steered by visionary promoters, the all-controlling France family (who founded the sport), and, above all, the next generation of drivers to stir fans’ passions: Dale Earnhardt, Jr., son of the NASCAR legend and now, like his father before him, the circuit’s most popular driver; Jeff Gordon, the beloved but oft-maligned outsider, bred from the cradle to be NASCAR’s winningest modern champion; and Kasey Kahne, a reluctant heartthrob whose confidence derives entirely from an accelerator pedal. Clarke also brings us inside NASCAR’s most triumphant and tragic dynasties: the Pettys, the Earnhardts, and the Allison—and reveals how faith, family, and a deep-seated love of their sport helps them cope with grief and loss. Clarke shows NASCAR to be at a crossroads. In pursuit of a broader audience, NASCAR has severed its sponsorship ties to Big Tobacco, abandoned racetracks in small markets in favor of speedways near glitzy major cities, and welcomed Japan’s Toyota into a sport traditionally restricted to American-made sedans. As NASCAR races toward mass appeal, some suggest it is leaving its roots behind. To others, it is boldly extending its reach from the Southern workingman to every man, woman, and child in the

world. Whether you’re one of the die-hard NASCAR faithful or just a casual follower, nobody brings you closer to the sport and business of big-time stock car racing than Liz Clarke. This book, like the phenomenon it profiles, really is One Helluva Ride.

**Ho** Open Road Media

The New York Times Bestseller, updated With a New Introduction This is the 20th anniversary of the explosive bestseller that changed the way the world viewed one of the greatest athletes in history, revealing for the first time Michael Jordan’s relentless drive to win anything and everything, at any cost. NBA Hall of Fame columnist Sam Smith had unlimited access to the team and its players during their championship 1991-92 season, which he details in the new introduction, along with candid revelations about his sources, and the reaction from Michael, his teammates, the media, and the fans when the book blasted onto the bestseller lists in 1992 (where it stayed for three months). With more than a million copies in print, *The Jordan Rules* remains the ultimate inside look at one of the most legendary teams in sports history.

*Playing for Keeps* Health Communications, Inc.

NEW YORK TIMES BESTSELLER • The NBA according to The Sports Guy—now updated with fresh takes on LeBron, the Celtics, and more! Foreword by Malcom Gladwell • “The work of a true fan . . . it might just represent the next phase of sports commentary.”—The Atlantic Bill Simmons, the wildly opinionated and thoroughly entertaining basketball addict known to millions as ESPN’s *The Sports Guy*, has written the definitive book on the past, present, and future of the NBA. From the age-old question of who actually won the rivalry between Bill Russell and Wilt Chamberlain to the one about which team was truly the best of all time, Simmons opens—and then closes, once and for all—every major pro basketball debate. Then he takes it further by completely reevaluating not only how NBA Hall of Fame inductees should be chosen but how the institution must be reshaped from the ground up, the result being the Pyramid: Simmons’s one-of-a-kind five-level shrine to the ninety-six greatest players in the history of pro basketball. And ultimately he takes fans to the heart of it all, as he uses a conversation with one NBA great to uncover that coveted thing: The Secret of Basketball.

Comprehensive, authoritative, controversial, hilarious, and impossible to put down (even for Celtic-haters), *The Book of Basketball* offers every hardwood fan a courtside seat beside the game’s finest, funniest, and fiercest chronicler.

*Salt in His Shoes* Little, Brown

Four New York Times bestsellers by a “remarkable” Pulitzer Prize-winning journalist capture and celebrate America’s passion for sports (The Seattle Times). Pulitzer Prize-winning journalist David Halberstam, preeminent chronicler of the American experience, focuses his meticulous narrative gifts on some of Major League Baseball’s most iconic moments, training for the Olympics, and a remarkable profile of hoops legend Michael Jordan. Summer of ‘49: In this #1 New York Times bestseller, Halberstam brings to stirring life the unforgettable season that cemented baseball as America’s pastime. A nation in transition is gripped by a pennant race for the ages: the Boston Red Sox, led by Ted Williams’s unearthly bat skills, versus the New York Yankees and Joe DiMaggio’s legendary heroics. Every hit on and off the field crackles across the page “in such an enjoyable, interesting, and informative manner that a reader needn’t be a baseball fan to appreciate the book” (Library Journal). October 1964: The 1964 World Series pitted the established Yankees against the upstart St. Louis Cardinals in an epic, seven-game seesaw battle that seemed to reflect the tensions of a nation in turmoil. The barnburner included a cast of legends—Mantle, Maris, Ford, Gibson, Brock—and enough game-changing plays to last a lifetime. Halberstam captures every moment with “a fluidity of writing that make[s] the reading almost effortless. . . . Absorbing” (San Francisco Chronicle). The Amateurs: This inspirational bestseller focuses Halberstam’s brilliant reportage on the travails and triumphs of Olympic rowing. Introducing us to a cast of highly driven athletes at the 1984 single sculls trials in Princeton, Halberstam delves deep into their struggles, motivations, and failures—but in the end only one will represent the United States at the 1984 Olympics in Los Angeles. Informative and compelling, Halberstam “maintains the suspense to the very last stroke” (Sports Illustrated). *Playing for Keeps*: A wildly entertaining and revealing portrait of global icon Michael Jordan and the rise of the NBA. With his usual impeccable research and gripping storytelling, Halberstam covers the whole court, from the transformative rivalry of Larry Bird and Magic Johnson to the invention of ESPN to Spike Lee’s Nike commercials to every unforgettable playoff game that built Jordan’s legend. “Filled with salty, informed hoops talk” (Publishers Weekly), this

“remarkable book . . . [is] a must-read for basketball fans, admirers of Jordan, and anyone who seeks to understand sports in America today” (Bill Bradley).

*More Than a Game* Hachette UK

Offers anecdotes from Jordan’s friends and associates about his focus, hard work, perseverance, and responsibility in an effort to inspire and motivate readers to achieve their full potential.

**Drive** Villard

Examines how the Nike corporation, using the popularity of Chicago basketball player Michael Jordan, impacted the economies and cultures of the world through its advertising campaign.

*How to Be Like Mike* Diversion Books

A fascinating and candid memoir about successful leadership from the former CEO of General Electric, named one of the “World’s Best CEOs” three times by *Barron’s*, and the hard-won lessons he learned from his experience leading GE immediately after 9/11, through the devastating 2008-09 financial crisis, and into an increasingly globalized world. In September 2001, Jeff Immelt replaced the most famous CEO in history, Jack Welch, at the helm of General Electric. Less than a week into his tenure, the 9/11 terrorist attacks shook the nation, and the company, to its core. GE was connected to nearly every part of the tragedy—GE-financed planes powered by GE-manufactured engines had just destroyed real estate that was insured by GE-issued policies. Facing an unprecedented situation, Immelt knew his response would set the tone for businesses everywhere that looked to GE—one of America’s biggest and most-heralded corporations—for direction. No pressure. Over the next sixteen years, Immelt would lead GE through many more dire moments, from the 2008-09 Global Financial Crisis to the 2011 meltdown of Fukushima’s nuclear reactors, which were designed by GE. But Immelt’s biggest challenge was inherited: Welch had handed over a company that had great people, but was short on innovation. Immelt set out to change GE’s focus by making it more global, more rooted in technology, and more diverse. But the stock market rarely rewarded his efforts, and GE struggled. In *Hot Seat*, Immelt offers a rigorous and raw interrogation of himself and his tenure, detailing for the first time his proudest moments and his biggest mistakes. The most crucial component of leadership, he writes, is the willingness to make decisions. But knowing what to do is a thousand times easier than knowing when to do it. Perseverance, combined with clear communication, can ensure progress, if not perfection, he says. That won’t protect any CEO from second-guessing, but Immelt explains how he’s pushed through even the most withering criticism: by staying focused on his team and the goals they tried to achieve. As the business world continues to be rocked by stunning economic upheaval, *Hot Seat* “takes you into the office, head, and heart of the man who became CEO of GE on the eve of 9/11, and then led the iconic behemoth for sixteen fascinating, and often turbulent, years. A handbook on leadership—and life” (Stanley A. McChrystal, General, US Army [Retired], CEO and Founder, McChrystal Group). **Relentless** Simon and Schuster One Last Shot gives Jordan fans the inside scoop they’re looking for on basketball’s greatest legend, with exclusive interviews from NBA executives, players, and coaches. Mitchell Krugel uses his fifteen years of following Michael Jordan’s every move to explain why the man who left the game as The Greatest Player of All Time would risk his unparalleled legend to play again. After delivering the Chicago Bulls their sixth championship in 1998 by pulling off what became known as the greatest money shot in the history of the NBA, Michael believed he still had much of that Greatest-Player-Of-All-Time left in his game. But he felt that retirement was forced on him in 1999, and he left the game craving more doses of fifty-point binges, winner-take-all confrontations, and repeated nights of reminding fans they just saw the greatest player ever. One Last Shot not only explains why Michael Jordan came back to the court but also looks at his transition from Wizards executive to player, his struggle to join a team that had grown up with his posters on their walls, and his glories and setbacks in a Wizards season chock full of both struggles and surprises. Krugel also details the star-laden workouts Michael designed in the summer of 2001 to get his game back into shape. This look at Michael Jordan, circa 2001-2002, shows how much basketball had changed since his last coming and how much it hadn’t, and how his drive pushed him to the verge of a crippling knee injury all in the pursuit of winning. And for six weeks he did make it back. He made the shots. He made good on his mission to teach the Wizards how to be winners, to teach talented teammate Richard Hamilton to be a shooting star, and to whip Kwame Brown, the high school kid he made the first-ever first pick in the NBA draft, into a man. And he did the things that only a man of legend could

do. Krugel analyzes both the man and the legend to trace how the First Coming led to a Second and to a Third, and he chronicles the season that defines Michael Jordan as a man who will forever be playing for one last shot.

*Rare Air* Simon and Schuster

A New York Times bestseller, David Halberstam's *The Breaks of the Game* focuses on one grim season (1979-80) in the life of the Bill Walton-led Portland Trail Blazers, a team that only three years before had been NBA champions. More than six 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 groundbreaking 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. The tactile authenticity of Halberstam's knowledge of the basketball world is unrivaled. Yet he is writing here about far more than just basketball. This is a story about a place in our society where power, money, and talent collide and sometimes corrupt, a place where both national obsessions and naked greed are exposed. It's about the influence of big media, the fans and the hype they subsist on, the clash of ethics, the terrible physical demands of modern sports (from drugs to body size), the unreal salaries, the conflicts of race and class, and the consequences of sport converted into mass entertainment and athletes transformed into superstars -- all presented in a way that puts the reader in the room and on the court, and *The Breaks of the Game* in a league of its own.

**One Last Shot** Clerisy Press

Complete before his resignation from basketball, Jordan discusses his love of the game, his family, and his competitiveness

*Michael Jordan* Crown

NEW YORK TIMES BESTSELLER • From a Pulitzer Prize-winning journalist comes "the best Jordan book so far" (The Washington Post), the story of Michael Jordan's legendary years with the Chicago Bulls, capped by the 1998 NBA Finals and the team's second three-peat. From *The Breaks of the Game* to Summer of '49, David Halberstam has brought the perspective of a great historian, the insider knowledge of a dogged sportswriter, and the love of a fan to bear on some of the most mythic players and teams in the annals of American sports. With Michael Jordan and the Chicago Bulls he has given himself the greatest challenge and produced his greatest triumph. In *Playing for Keeps*, Halberstam takes the first full measure of Michael Jordan's epic career, one of the great American stories of our time. A narrative of astonishing power and human drama, brimming with revealing anecdotes and penetrating insights, the book chronicles the forces in Jordan's life that have shaped him in to history's greatest basketball player and the larger forces that have converged to make him the most famous living human being in the world.

*When Nothing Else Matters* Everest Media LLC

"A must read!" —USA TODAY How big was the pressure? How deep was the division? Those were the questions that would beg answering long after the Chicago Bulls had completed their strife-ridden 1997-98 season in the National Basketball Association.

*BLOOD ON THE HORNS* details the infighting & conflict between

Jordan, coach Phil Jackson, teammate Scottie Pippen and the team's general manager, Jerry Krause, and managing partner, Jerry Reinsdorf. Through exclusive interviews with the team and staff, Lazenby expertly recreates the drama of 1997-98 and the Bulls' struggle to remain a team.

*The Education of a Coach* Hachette Books

"King of the Court provides a highly nuanced and sophisticated analysis of the great African American basketball player from his earliest days up to the present time. With great skill and much insight, Goudsouzian makes clear that Russell was a very complicated man who was full of contradictions in his own private life and in relationship to his business associates, teammates, opponents, the media, and the larger sporting public."—David K. Wiggins, George Mason University "Not only is *King of the Court* one of the most impressive and important sports biographies to come along in many a season, easily in the same class as David Maraniss's *When Pride Still Mattered* (on Vince Lombardi) and Wil Haygood's *Sweet Thunder* (on Sugar Ray Robinson), it is also one of the truly incisive books on the intersection of race, civil rights, and popular culture that have appeared in some time. Having grown up in Philadelphia, I was always a Wilt Chamberlain man and always will be, but *King of the Court* convinced me that Bill Russell defined his age in ways that Chamberlain never did. Russell was a man for all seasons. This is a biography befitting Russell's stature."—Gerald Early, author of *One Nation Under a Groove: Motown and American Culture* "Before there were crossover dribbles or slam dunk competitions, before they even kept statistics for blocked shots, Bill Russell dominated the game we call basketball. The respect he demanded as a black man during America's turbulent Civil Rights era made him the personification of a winner in life. *King of the Court*, like Russell's defense, locks it down, and puts it all in its proper context. Long live the King!"—Dr. Todd Boyd, author of *Young, Black, Rich, and Famous: The Rise of the NBA, the Hip Hop Invasion, and the Transformation of American Culture* "Bill Russell's life story is only incidentally about basketball. For him the sport was not a life; it was his vehicle for social change, a platform that showcased his vision for America as much as his athletic talent. In his magnificent biography, Aram Goudsouzian captures the nuance and meaning of Russell's career. After reading the book, one will never look at Russell or sports in quite the same way."—Randy Roberts, Purdue University "Brings back the excitement of the great days of the NBA and its legendary players, led by the king of them all, Bill Russell. Best book I've read on basketball in 40 years."—Bill McSweeney, co-author, with Bill Russell, of *Go Up for Glory*

*The Best American Sports Writing of the Century* Seven Stories Press

Capturing the century's greatest moments in every sport from baseball to chess, these authors (Red Smith, Tom Boswell, John Updike, Jim Murray, Norman Mailer, W.C. Heinz, Tom Wolfe, Jimmy Breslin, Dick Schaap, David Remnick, Ring Lardner, Gay Talese, William Nack, Frank Deford, George Plimpton, Jon Krakauer) and their subjects (including Joe DiMaggio, Secretariat, Bobby Knight, and Muhammad Ali) reflect the rising societal importance of sports in this century, showing how sports have been shaped by such monumental events as war, the civil rights movement, and

the changing economy.

*King of the Court* Simon and Schuster

The "compelling" New York Times bestseller by the Pulitzer Prize-winning journalist, capturing the 1964 World Series between the Yankees and Cardinals (Newsweek). David Halberstam, an avid sports writer with an investigative reporter's tenacity, superbly details the end of the fifteen-year reign of the New York Yankees in October 1964. That October found the Yankees going head-to-head with the St. Louis Cardinals for the World Series pennant. Expertly weaving the narrative threads of both teams' seasons, Halberstam brings the major personalities on the field—from switch-hitter Mickey Mantle to pitcher Bob Gibson—to life. Using the teams' subcultures, Halberstam also analyzes the cultural shifts of the sixties. The result is a unique blend of sports writing and cultural history as engrossing as it is insightful. This ebook features an extended biography of David Halberstam.

*The Breaks of the Game* Ballantine Books

One of the most influential leaders of the twentieth century, Ho Chi Minh was founder of the Indochina Communist Party and its successor, the Viet-Minh, and was president from 1945 to 1969 of the Democratic Republic of Vietnam (North Vietnam). In exploring the life and career of Ho Chi Minh, Pulitzer Prize-winning author David Halberstam provides a window into traditions and culture that influenced the American war in Vietnam, while highlighting the importance of nationalism in determining the war's outcome. As depicted by Halberstam, Ho is first and foremost a nationalist and a patriot. He was also, according to the author, a pragmatist "who was able to turn the abstract into the practical and to embody the concept of revolution to his own people." This edition includes a new preface by the author.

*I Can't Accept Not Trying* ESPN

'A part of all those people who helped me along the way can be found in everything I have done and continue to do. I had some great teachers - and I listened to what they had to say.' - Michael Jordan A global icon in sports, style and business, Michael Jordan is famous for his unrivalled athletic ability, his fierce determination, and his grace under pressure. In *DRIVEN FROM WITHIN*, he makes it clear that his phenomenal success is thanks in large part to the teachers, mentors and friends who have guided him throughout his life. Here is a book about the power of collaboration and teamwork, the energy that is released when people share their gifts and hard-won knowledge. With almost two million copies of his three previous books in print, Michael Jordan has proven himself to be as strong a performer in bookstores as he is on the court. Lavishly illustrated and beautifully designed, this is Michael Jordan's most intimate book to date. Organized around the qualities that Jordan demonstrates in his own life and that he looks for in others - qualities like authenticity, integrity, passion and commitment - *DRIVEN FROM WITHIN* is an inspiring record of an extraordinary life.

*October 1964* W. W. Norton & Company

An account of the 1960 Summer Olympics in Rome reveals the competition's unexpected influence on the modern world, in a narrative synopsis that pays tribute to such athletes as Cassius Clay and Wilma Rudolph while evaluating the roles of Cold War propaganda, civil rights, and politics. 250,000 first printing.